

Utah State University

DigitalCommons@USU

The Utah Statesman

Students

1-27-2012

The Utah Statesman, January 27th, 2012

Utah State University

Follow this and additional works at: <https://digitalcommons.usu.edu/newspapers>

Recommended Citation

Utah State University, "The Utah Statesman, January 27th, 2012" (2012). *The Utah Statesman*. 1714.
<https://digitalcommons.usu.edu/newspapers/1714>

This Book is brought to you for free and open access by the Students at DigitalCommons@USU. It has been accepted for inclusion in The Utah Statesman by an authorized administrator of DigitalCommons@USU. For more information, please contact digitalcommons@usu.edu.



The Utah Statesman

"Campus Voice Since 1902" • Utah State University • Logan, Utah • www.utahstatesman.com

Today's Issue:

Campus News



Professor teaches graffiti as creative outlet.
Page 2

Features



Find out what was named after this geology professor.
Page 4

Sports



Aggie men's basketball defeated the Warriors 77-72 for the 11th time in their last 13 matchups.
Page 8

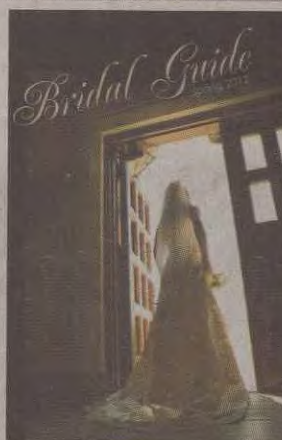
Interact Now!

Check out what goes on at a Service Center and Service Fair. Are you involved?



Added Value!

If you missed your copy of our Bride's Guide, pick one up at TSC 105 before they are all gone. Or go to the Bridal Faire Saturday.



Online exclusives, blogs, a place to comment on stories, videos and more. Free Classifieds, too.
www.utahstatesman.com



A FIRE IN THE KITCHEN of the LDS Institute of Religion forced Institute administrators to cancel classes Jan. 25-26. No one was injured. Logan Fire Marshal Craig Humphreys said the fire probably caused several thousand dollars worth of damage. **MIKE JOHNSON photo**

Fire ignites in the Institute building

BY ARIANNA REES
staff writer

The LDS Institute of Religion canceled classes Wednesday and Thursday after a heated stove top in the building's kitchen ignited a cardboard box and filled the building with smoke.

Students at the Institute were 15 minutes into their 9:30 a.m. classes when the fire alarm went off.

Institute instructor Richard Gordon said he was holding class on the third floor and smelled the smoke before the alarm went off.

"We barely had time to sing a song and say a prayer, and then we had to leave the building," Gordon said.

Institute Director Wayne Dymock said a box of apples intended for students as part of the Institute's enrollment efforts was set on the stove.

Craig Humphreys, the Logan fire marshal, said someone bumped into the stove, which turned it on, ignited the box and trip the alarm.

"The fire was contained to the room of origin," Humphreys said. "And it had heavily damaged the ceiling, the cabinets and the wall above the stove-top appliance."

"There had been some fire extinguishers used by bystanders prior to the fire department's arrival, which I'm sure helped the fire get smaller."

Fred Bittner was one of those bystanders. Bittner, a USU student, was in Thomas Cherrington's Institute class when he smelled smoke prior to the alarm.

"Brother Cherrington directed everyone to head toward the exit while he poked his head around the corner to see the source of the

smoke," Bittner said. "My curiosity caught me and I followed."

Bittner said he followed Cherrington to the kitchen and then retrieved a fire extinguisher before opening a back door into the room. The area was filled with thick smoke, he said, and plastic from the light fixtures was burning on the floor.

After retrieving a second extinguisher, Bittner and Cherrington attempted to put out the fire before the smoke grew too thick and forced them to evacuate, Bittner said.

The building was almost entirely evacuated by the time fire crews arrived at the scene, Humphreys said. Because of the size of the building, he said smoke removal took a significant amount of time.

Mark Woodbury, associate director of the Institute, said based on last year's enrollment numbers, he estimated 700 students were taking classes at 9:30 a.m. when the alarm went off Wednesday.

"By the time you have the cabinets, the paint and the smoke damage ... I'd put it at \$10,000," Humphreys said, estimating the damages.

The fire was out within 10-15 minutes, he said.

"Due to the preparation of the staff at the Institute," Humphreys said, "the evacuation went smooth, and everyone was able to get out of the building safely. And that makes our job easier."

An email from the Institute to students stated the building was expected to reopen Friday.

— ariwrees@gmail.com

Capitol hosts USU student researchers

BY MEGAN ALLEN
assistant news editor

For the 12th consecutive year, undergraduate students from USU had the opportunity to present research to state government officials at the Utah Capitol on Jan. 24.

Scott Bates, associate vice president for research, said 34 students gathered in the Capitol rotunda to help educate legislators on what is going on outside of the classroom at USU. Students from the University of Utah also presented.

Bates said students were selected from a diverse geographical area as well as varied college departments so the information would be relevant to as many legislators from the state as possible. Students spent one to three years on research projects under the guidance of university advisers, and prepared posters to display project synopses and results.

"You don't get credits for this. It's discovery and what's happening outside of the textbook," Bates said. "The legislators benefit from being educated about the things that are going on at the research universities."

Bates said undergraduate research is important to USU because it does a good job finding balance between two of the main missions of the university — research and education.

"That's an important thing for legislators to see," Bates said. "There's a lot of pressure for us to either grow the research mission or grow the education mission and both of them are sort of at the core of what we're trying to do here."

"It's a way for the legislators to come down and see that our students are doing some pretty incredible things. This is cutting-

See STATE, Page 2

Aviation tech moves to College of Ag

BY ARIANNA REES
staff writer

Next year, students majoring in the aviation technology and technology and engineering education (TEE) programs at USU will graduate from the College of Agriculture rather than the College of Engineering, said Kurt Becker, department head of engineering and technology education.

"Student's diplomas will look exactly the same," Becker said. "The only difference is going to be the color of their tassel in the future. This year, all those students that are currently in the program will still walk with the College of Engineering, but starting next year they'll walk with the College of Agriculture."

Bruce Miller, department head of agricultural systems technology and education, said, and Becker agreed, the move only changes administrative structuring. The teachers, classrooms and requirements will remain the same.

Miller said the move corresponds with the creation of the School of Applied Sciences, Technology and Education (SASTE) two years ago within the College of Agriculture.

The SASTE was created partly to extend applied science programs to USU's distance education campuses, such as USU Eastern in Price, Utah, Miller said. Because of its name and size, Miller said the SASTE is a better fit for aviation technology and TEE.

"In the aviation program, there's a bachelor of science degree in mechanics, and we have an agricultural mechanics here," Miller said. "So there's actually overlap in what they're doing — more in this program than with mechanical engineering or some of the other engine-based programs."

He said aviation is a technology-based program, not "pure engineering," and the melding of the programs and department with the college was a way to better organize things.

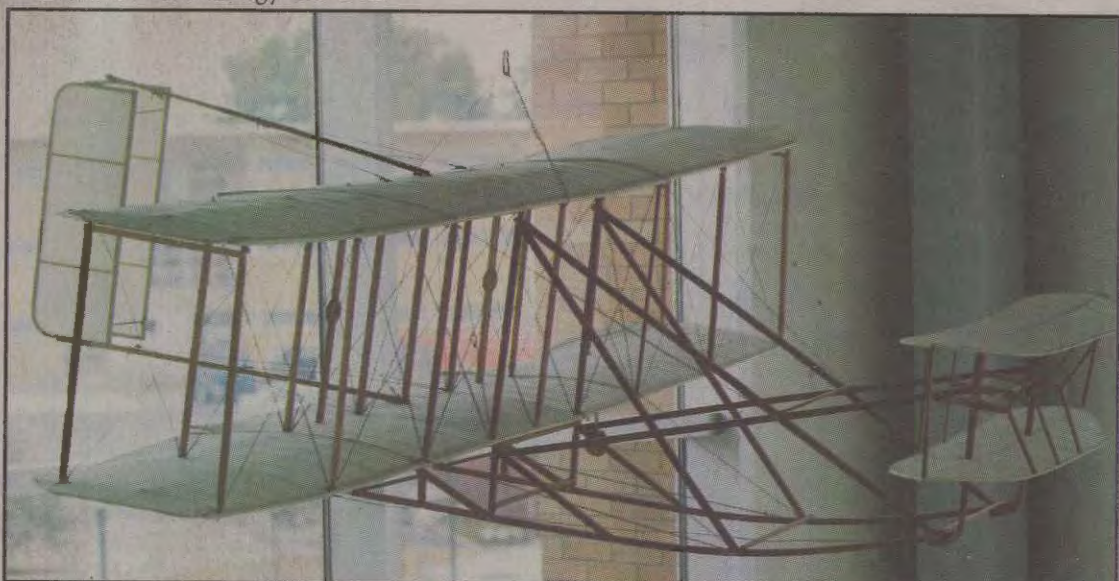
"That's a cadre of pre-service teacher training that is all brought under one umbrella in the same academic unit," Miller said.

The process of moving the three programs from the College of Engineering to the College of Agriculture began last summer, Becker said, and the documentation went through several committees before the Board of Trustees officially approved it on Jan. 6.

"For the College of Engineering, it worked well," Becker said. "We took those students and moved them out of the college. At the same time, computer sciences became part of the College of Engineering, so we just swapped there."

Becker said the size of the College of Engineering hasn't changed much, and the research expenditures will go up because com-

See COLLEGE, Page 2



THE DEPARTMENT OF AVIATION TECHNOLOGY moves to the College of Agriculture next fall. The move places the department in the School of Applied Sciences, Technology and Education. Since aviation is more of a technology-based program than an engineering program, the department will fit better in its new college, said Bruce Miller, head of the aviation technology department. **CURTIS RIPPLINGER photo**

Foundation calls out USU for free speech restrictions

BY DAVID THOMAS
staff writer

Of the diverse faculty university administrators laud, one USU faculty member has worked as a war correspondent for The Salt Lake Tribune, broken a story on "mingy" in Ethiopia, which ran on CNN, and written about people from all over the world before becoming a professor at USU.

For assistant journalism professor Matthew LaPlante, freedom of speech isn't just a privilege, it's a job requirement.

"The First Amendment provides the legal framework for doing what we do," LaPlante said. "And it's not just for me as a journalist, it's for me as a teacher as well. The First Amendment provides for me to say unpopular things in class without fear from retribution from our government."

According to a study by The Foundation for Individual Rights in Education (FIRE) called "The Spotlight on Speech Codes 2011," USU was rated lowest in regard to students' free speech protections.

According to the FIRE mission statement, its goal is to "to defend and sustain individual rights at America's colleges and universities." These rights include freedom of speech, legal equality, due process, religious liberty and sanctity of conscience.

The study's aim, according to the foundation, is to educate students about their rights and empower them to take action against institutions if necessary to protect these rights.

Universities are ranked three ways — green, yellow and red — based on the level of their restrictions on free speech.

Since FIRE created the survey in 2005, there has been a decline of universities represented in the "red light" category of free speech,

according to the foundation. USU, however, was not represented in this decline and is still one of the universities given poor marks for the protection provided to students' First Amendment rights.

While the survey did examine some private universities, it focused primarily on public universities, because, according to FIRE, "public universities are legally bound to protect students' right to free speech."

Samantha Harris, a FIRE lawyer and Princeton University alumna, is the author of the Spotlight on Speech Codes survey.

"As a red-light university, Utah State has already gotten a letter from FIRE ... just making them aware, particularly as a public university, of their obligation under the First Amendment," Harris said.

One example of USU's violation of First Amendment rights, according to the study, is found in the "USU Residence Life" handbook in the portion that states students may not display alcohol-related, "neon advertising materials." This could be considered a small matter, but Harris said it is a "violation to free speech."

The FIRE website outlines several instances in which the USU handbook specifically interferes with students' rights. One example cited states: "All interactions with faculty members, staff members, and other students shall be conducted with courtesy, civility, decency and a concern for personal dignity."

"Civility codes have been held unconstitutional by federal courts ... they're obviously very admirable goals, and they are things a university should certainly encourage students to do, but there is a difference between encouraging and mandating," Harris said.

Harris said there are often issues in which students become passionate, and people may rally.

"Those interactions may not

always be civil or courteous," Harris said. "I think that's an important point for universities to understand. Universities are absolutely free to encourage — as much as they want — students to uphold certain values and to interact with others certain ways. The problem is when they cross that line into requiring it, and you can be punished if you are not civil or courteous."

USU students are not alone. Of the 390 universities reviewed, 261 were placed in red-light categories. However, USU's lack of protection is not the result of a statewide push. University of Utah, 120 miles south of Logan, was one of 12 public universities ranked with a green-light rating.

"Knowing that we are in the red, I, as student advocate, would love to see us in the green," said Jason Russel, ASUSU student advocate.

If students who are interested in changing the student handbook's current policies should talk to Russel or any other administrator, Russel said.

"If students want to change something, they can do it," Russel said. "If students come to us, we can change things, we can make things happen."

Harris said students interested in making freedom of speech on their campuses more open have options.

"I would just really encourage any students interested in speech reform to reach out to FIRE, and we would be happy to help," Harris said. "Students are in a strong position to speak up for their free speech rights, because public universities are legally bound to uphold their students' First Amendment rights. And policies that violated those rights are actually unlawful at public universities."

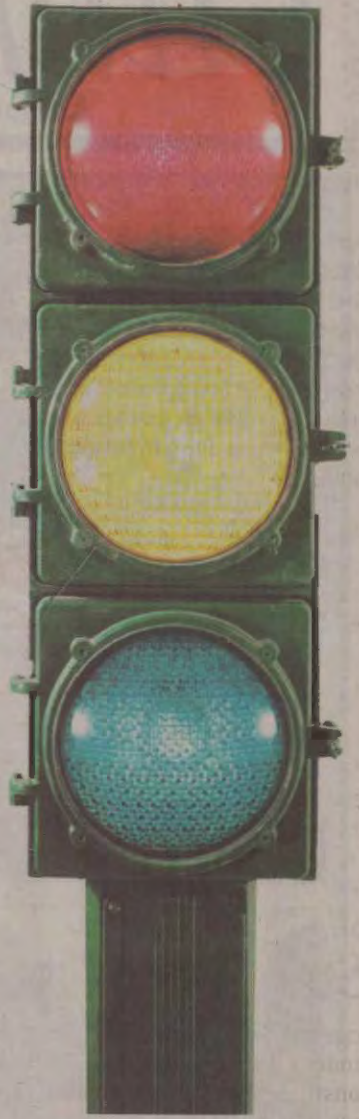
— david.thomas@aggiemail.usu.edu

In the Know

•**Red light:** "A red-light institution is one that has at least one policy both clearly and substantially restricting freedom of speech, or that bars public access to its speech-related policies by requiring a university login and password for access."

•**Yellow light:** "A yellow-light institution maintains policies that could be interpreted to suppress protected speech or policies that, while clearly restricting freedom of speech, restrict only narrow categories of speech."

•**Green light:** given "if FIRE finds that a university's policies do not seriously threaten campus expression."



◀ From Page 1

College of Agriculture adds aviation technology

puter science is more research intensive, but, overall, the move is productive, he said.

"The faculty seems to be on board. They think it's a good fit, for the most part. Everybody thought it was a good move," Becker said.

Miller said faculty members at the College of Agriculture are excited about the move because they can see how the technology programs fit with their teacher-education program.

Currently, USU offers a four-year program for aspiring pilots as well as a four-year program for aviation maintenance and management within the aviation technology department. Nearly 200 students are enrolled in the aviation technology program.

Spencer Christensen, a third-year aviation technology major, studying to be a pilot, said he isn't bothered by the move, even though others have questioned it.

"It was a little surprising, at first, changing over to (the College of) Agriculture,"

Christensen said. "But from all the things I've heard, it's really positive. I don't think there will be a lot of changes up front."

"Engineering is a big research college, and we're kind of more applied science. I kind of hope that the change will allow our program to grow a little bit more and be a little bit more recognized on campus."

Christensen said he hopes this change will be a draw for more students to enroll in his and similar majors within the college.

"In some ways, the separation is a little difficult, in that I'm losing those colleagues that I've been working with and I feel strongly about and have good relationships with," Becker said. "In that regard, it's kind of sad, but it's just part of the process. Ag will be great to those new people. They have a good family down there, too."

— ariwrees@gmail.com



A FOUR-YEAR AVIATION PROGRAM, part of the department of aviation technology, will be under the direction of the College of Agriculture. Some students, including aviation tech major Spencer Christensen, said the move makes sense. CURTIS RIPPLINGER photo

Graffiti the right way



SOPHOMORES DI WANG AND LIMING DING, landscape architecture students, contribute to the graffiti placed on the corkboard of the studio in the Fine Arts Visual Building on Wednesday. Professor Elizabeth Tofte said the project would provide several valuable lessons for students in addition to providing a more creative environment for their work. CODY GOCHNOUR photo

CRESTWOODS
Brentwood Lynwood Edgewood
880N 650 E #8 Logan, UT 84321 755-3181



- Short Walk to Class
- Full bath per bedroom
- Spacious kitchen & living room areas
- Comcast Hi-Speed Internet
- Washer/Dryer

The very best single student housing!



<http://logancrestwoods.com>

Contact management @ 435-755-3181 or text 435-770-7826 for more information about where you really want to live!

Dental Club teaches kids to care for teeth

BY ALLIE JEPPESON
staff writer

Children in the Edith Bowen Lab after-school club opened mouths wide for a free fluoride treatment and educational presentation as part of Wednesday's USU Dental Club service project.

As their first teaching project, Dental Club students taught the children how to correctly brush and floss through a variety of hands-on activities. Each child was provided a toothbrush and piece of string and then shown how to brush their teeth softly, in tiny circles for 60 seconds, as well as floss up and down in between each tooth.

"We had anticipated their short attention spans and eagerness to participate, and tried to incorporate an interactive educational environment," said Dental Club President Spencer Knight. Knight, a senior studying biology, said the kids seemed to respond well to the activity.

"We're trying to help them understand that if they take care of their teeth now, later, down the road, they're not going to have problems," said Trenton Morill, Dental Club treasurer and senior majoring in chemistry.

After learning how to brush and floss properly, students who had permission from their parents had a fluoride treatment administered by USU students.

"Some parents are against fluoride," Knight said. "But we obviously think it's something that's super beneficial that will prevent cavities in the long run."

Advisers of the Edith Bowen Little Blue After School Club said they were excited for the Dental Club's visit.

"It's fun to have something new and different," said psychology major Ashley Goodwin, student-mentor for the after-school club. "The kids know that these guys are adults and they respect them, but they also know that they're not total grown-ups, so (the kids) can have fun and you get to see their real personalities."

The Little Blue After School Club, formed in September 2011, gives 25-40 kids the chance to interact with members of the college community.

"It helps a lot, because (the kids) are able to see what it's like to be a big person and interact with them," said Analisa Smith, faculty adviser for the club. The USU students who come to help the after-school club instill a desire for education in the kids and benefit by

building relationships and connections, Smith added.

Members of the Dental Club who participate in service projects, such as this, also accumulate a number of service hours for dental school applications, as well as some first-hand dental experience, Morill said.

"As a club, our mission is two-fold," Morill said. "We want our members to make positive differences in the community through service and hard work, as well as strengthen their applications through these experiences."

With these goals in mind, the 40-member Dental Club hosts a plethora of other activities aimed at aiding the community, while helping students and aspiring dentists.

Activities include discussions with local professionals, tours of dental schools, service at the Children and Family Support Center in Logan, a trip to Mexico during Spring Break to provide free dental care to underprivileged people, and other activities. The Dental Club presidency also encourages members to serve outside of group projects.

"I think this helps foster a community-building relationship," Knight said. "I believe it makes the local community feel that we aren't just

here for school or for ourselves, but that we are here to learn and apply what we are learning."

Knight said the preparation and help from club members to host the educational event was fantastic.

"They had great initiative and fantastic foresight," Knight said. "I can't thank the club members who helped in the planning of this activity enough for all that they did."

— allie.jeppson3@gmail.com



THE USU DENTAL CLUB recently taught children at the Edith Bowen Lab about dental care as a service project. **MIKE JOHNSON** photo

► From Page 1

State Legislature an audience to undergraduate student research

edge research, presented by students in the legislators' constituency. It puts a great face up for USU."

Kirk Jackson, a senior majoring in civil engineering who was selected to present this year, developed a project that focused on infrastructure and city planning. He said the things he has learned through conducting his own research project will be more beneficial to the real world than what he's learned in the classroom.

"You go to classes, you learn from professors and do the problems they assign you, but there's nothing quite like initiating a project and problems on your own," he said. "For me, it was easy because I love what I did. I think the experience you gain from learning how to do research and get out there on your own is great."

The Research on Capitol Hill event is just one of the opportunities for students to present their research, but it is the most exclusive and most high-profile, Bates said. The opportunity to lay out all the hard work they have put in is always gratifying, he added.

Camilla Snow, a senior studying environmental engineering, also presented her research.

"I came up with the project, designed the experiment (and) put everything together," Snow said. "At the end of it all, I had results that I was able to put together onto

a poster. It was neat to share these things with my representative."

Bates said spring semester is the time for the students to show off their hard work and fall semester is the work semester. In March, 60 students are scheduled to present at the National Conference on Undergraduate Research (NCUR) at Weber State.

In past years, the traveling budget made it possible for 20 USU students to go. Since it is closer to USU this year, Bates said hopefully more than 20 students will be able to go.

Another venue for student-presented research is the Student Showcase held every April on campus at USU. Application deadline is March 1 and open to anyone interested.

Applications for next year's Research on Capitol Hill and NCUR are due fall 2012. The department will release more information on how to apply as deadlines approach, Bates said.

"A lot of students are from the honors program, others are research fellows but others aren't," Bates said. "Some of them are students who have found a mentor, developed a project and heard about this opportunity."

Students like Brooke Siler, a junior studying biochemistry and economics, who participate in undergraduate research are quick to recommend it to other students.

"Undergraduate research

has given me amazing opportunities," Siler said. "In addition to performing hands-on work in my field, I have also learned invaluable analytical and deductive reasoning skills. Because of my research opportunity, I have been able to better apply my education and perform well in my classes."

Bates is in his first year overseeing undergraduate research after taking over for Joyce Kinhead, who is on sabbatical. He said he has loved the "whirlwind" of a year as he has prepared students to present and

represent the university.

"There's been a lot going on, but there's a lot of central support for undergraduate research," he said.

Although he advises and works with student researchers, he said he keeps time to continue teaching as an assistant professor in the psychology department. That is one reason he said he enjoys the position.

"In my opinion this is the best administrative position on campus. A lot of positions are very student focused, but this one especially," he said.

Bates said USU researchers will return to the Capitol next January, ready to share more developments and student projects. Each year, they visit during the first week of the legislative session.

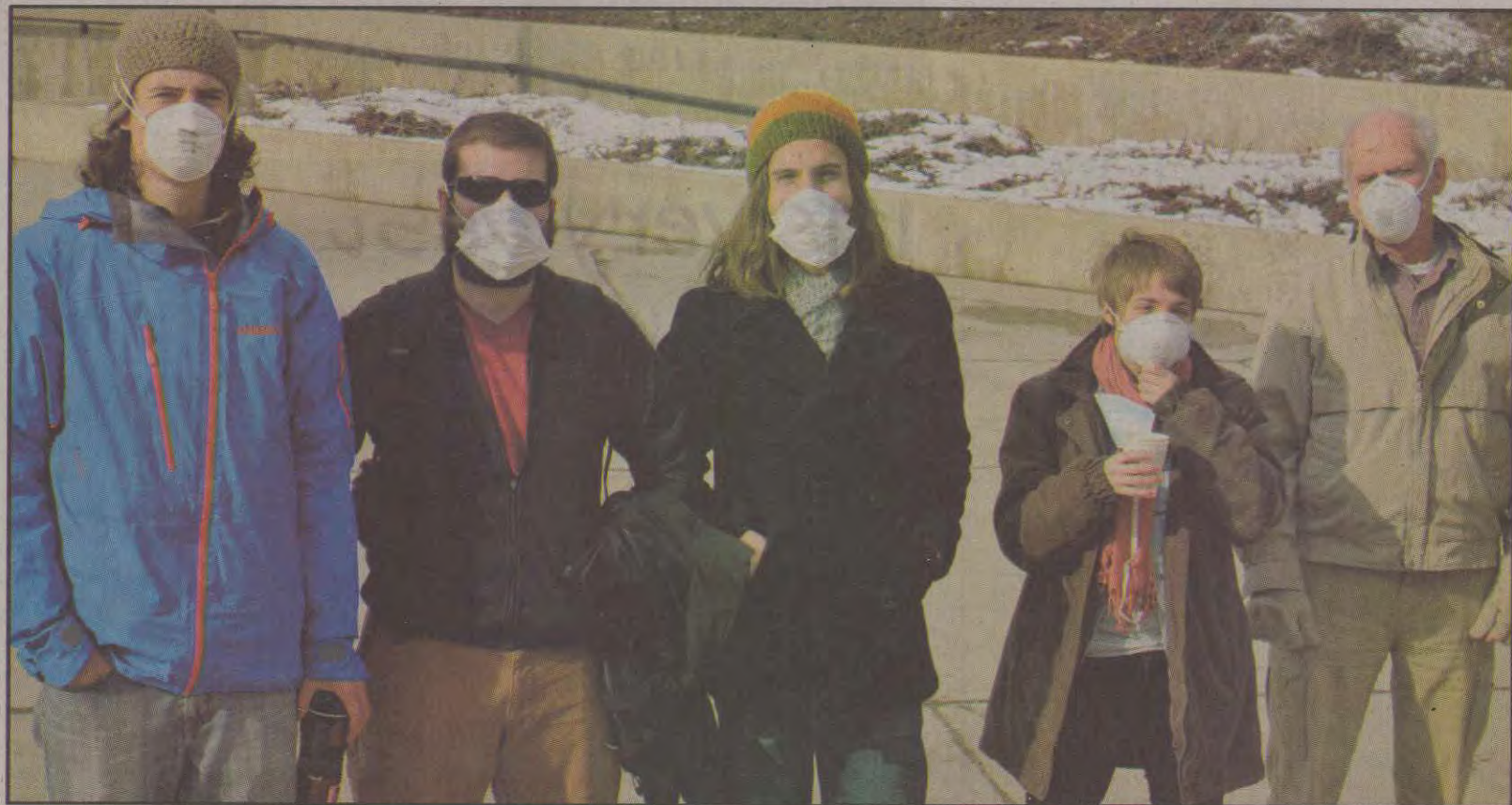
"It's an event that has been going on for 12 years, so they have come to expect it," Bates said. "I think it's the best week to go because the legislators are engaged but aren't too overwhelmed yet."

— megan.allen@aggiemail.usu.edu



A USU UNDERGRADUATE RESEARCHER presented her findings at the Capitol in Salt Lake City with other USU students who conducted individual projects throughout the school year. Photo courtesy of Scott Bates

Hold your breath



THE STUDENTS FOR SUSTAINABILITY held a brief rally on the TSC Patio Wednesday to motivate people to drive less. Attendees were provided dust masks to wear in order to show their displeasure with the Cache Valley's poor winter air quality as Roger Coulomb, a biochemistry professor who researches health effects of biochemistry, spoke to the crowd about air pollution research. **CODY GOCHNOUR** photo

Briefs

Campus & Community

Chili Cook-Off set for Friday

USU's College of Agriculture hosts the Fifth Annual Ag Chili Cook-Off Jan. 28 at 5 p.m.

The cook-off is held at the Lundstrom Student Center located at 1295 E. 1000 North in Logan. The cost of submitting chili in the competition is \$3 for USU students and \$5 for all other entrants. Tickets for dinner are \$3 for individuals, \$5 for couples and \$10 for families.

"The College of Ag Chili Cook-Off is a great participation event for students, faculty and the community," said Lisa Allen, academic adviser in the College of Agriculture. "It's an evening full of good food, great entertainment and lots of fun at a minimal cost."

Committee welcomes Robert Wagner

Robert Wagner, associate vice provost and executive director of Distance Education for USU, has been selected to serve on the Steering Committee for the Western Cooperative for Educational Technologies (WCET), a division of the Western Interstate Commission for Higher Education.

The committee is in place to speed up the adoption of effective practices and policies and to advance excellence in technology-enhanced teaching and learning in higher education. The committee advises on activities that WCET should pursue and makes recommendations on policy issues.

Wagner said he is honored to have been selected and looks forward to helping develop innovative policies and practices that lead to teaching and learning excellence via technology.

He was selected because of his background in building technology-enriched courses and programs for delivery via interactive broadcast and online. He also has extensive experience from administering the university's Faculty Assistance Center for Teaching.

"In the last four years, USU has seen incredible enrollment growth by expanding its offerings to more than 40 degree programs designed to reach across the state and region to multiple campuses and centers," Wagner said. "These programs focus on providing rural student access to higher education through a vast Internet broadcast network."

"Along the way, we have learned the pitfalls of major technology deployment, the satisfaction of increasing non-traditional student opportunities and the necessity of academic, grassroots and local government support."

NEDA asks students to be ambassadors

The National Eating Disorders Association (NEDA) welcomed Alexa and Natalee Falk — USU students from Logan who play music together — as official ambassadors for the organization. Together, their musical duo is known as Falk.

The sisters, who grew up in the music industry, have found their genuine voice and are garnering national attention for their song "Deadly Beauty," which is dedicated to young women struggling with eating disorders and the family members who worry about them.

Junior high and high school years were difficult for the Falk sisters, who were homeschooled and often rejected by other students and even adults. It was especially hard for Alexa, who struggled with bulimia, low self-image and low self-esteem in her teens.

"I really turned on myself and became self-destructive," said Alexa, who worked with counselors for treatment.

ClarifyCorrect

The policy of The Utah Statesman is to correct any error made as soon as possible. If you find something you would like clarified or find in error, please contact the editor at 797-1742, statesman@aggiemail.usu.edu or come in to TSC 105.

Compiled from staff and media reports

A&E Diversions

Utah State University • Logan, Utah • www.utahstatesman.com

A decade later: Reflections on the SLC Olympics

BY DREW VANDYKE
staff writer

With February marking the 10-year anniversary of the 2002 Winter Olympics, USU students have taken a look back on when the world came to Salt Lake City. Even though many were just children, the memories they hold are still prevalent in their minds.

Some remembered the debut of women's bobsledding, the commemorative Olympic berets or the controversies over figure skating, and others recalled their personal experiences from a decade ago.

For Danielle Olsen, a junior majoring in piano pedagogy, the 2002 Olympics provided an opportunity for her to see the world. As a 13-year-old, Olsen was introduced to cultures she said she may have never experienced otherwise. Although she attended multiple events with her family, Olsen said the Paralympics — Olympic games for athletes with disabilities — had the greatest impact.

"The Paralympic hockey match was the most inspiring — especially for me at that age," she said. "It showed that people can do amazing things when they have more

► See OLYMPICS, Page 6

Ancient species named after geology professor

BY CAITLIN MOFFITT
staff writer

A new species of trilobite was recently named after a professor at USU in recognition of his decades of work in geology.

Liddell said he had nothing to do with the decision to name the new trilobite after himself. He said a professor at the University of Kansas came across this new specimen and decided to name it in recognition of the work Liddell and his students have done.

"I had heard rumors from this person, who had said that I might have a surprise coming for me," Liddell said. "Then I found out when I got married last October and the faculty gave me a framed photograph of the specimen at the reception."

"It's a very cool trilobite because it has a lot of spikes coming off the sides of the lobes and spikes that poke directly off the back," said Michael Strange, an undergraduate geology student. Strange has been working

with Liddell since summer 2011.

"The reason they named it after me is because for the last decade, or more, my students and I have worked on rocks from this age — and the fossils from a particular group of rocks called the Spence shale, which is found in the (Bear River) Mountains and in the Wellsville Mountains," Liddell said.

"Trilobites are extinct creatures that are related to crabs, lobsters — things like that," said Dave Liddell, head of the geology department, whose namesake was given to the new species. "They have these three lobes, thus trilobite — three-lobed animals."

This newly discovered species of trilobite, "zacanthoides liddelli," is a fossilized, prehistoric trilobal creature with a row of spines down its back.

This particular trilobite species is found in northern Utah and southern Idaho. Liddell said it was found in rocks about 500 million years old.

"That's way before Lake

Bonneville, when oceans covered Utah," Liddell said.

"Looking at the rocks during the Cambrian Era is really fascinating, because it's like having a time machine. 500 million years ago, this was a shallow tropical ocean but now we're 5,000 feet above sea level. Strange said this is an exciting period in time to work on this subject matter. He also said he enjoys his collaboration with Liddell, because they feed off each other's enthusiasm.

"In the formation we are working in, there's roughly 30 to 35 species of trilobites, but that's just in a 5 million-year time frame. But, overall, there's a lot of trilobites, because it's a really diverse class," Strange said.

Though he realizes bringing the trilobite into a coffee shop won't earn him a free beverage, Liddell said he is proud of the work because it shows what he and his students have accomplished together.

— cnmoffitt413@gmail.com



DAVE LIDDELL, HEAD OF THE USU GEOLOGY DEPARTMENT, recently had a trilobite named after him. The fossil was named "Zacanthoides liddelli" by a professor at the University of Kansas who was familiar with research Liddell and his students have done. CARL R. WILSON photo

HILLSIDE MANOR newly remodeled luxury apartments

- 8 Private Bedrooms, Fully Furnished
- Desk, Bed and Bookcase in each Bedroom
- TV, DVD, VCR
- 2 New Modern Kitchens
- Laundry Facilities
- Large Living Room
- Cable TV Jacks in each Bedroom
- Wireless Internet Service
- Air Conditioning
- No Parking Hassles
- Across the Street From Campus

Accepting Applications for Summer and Next School Year

FOR MORE INFORMATION CALL DARLA
(435) 755-8525 • (435) 770-0900 • darladclark@pcu.net

HAVE YOUR OWN FRATERNITY OR SORORITY



676 EAST 600 NORTH

"Extremely Loud and Incredibly Close" strays from book

"Extremely Loud and Incredibly Close" does not deserve the negative feedback it has been getting. It does not measure up to the novel it was based on, but I found it entertaining and extremely enjoyable.

"Extremely Loud and Incredibly Close" is one of my favorite books. It is funny, charming, heartfelt, creative and artistic. The movie, however, failed to meet such high standards. If I had seen the movie without reading the book, I would have gladly given the movie an A. Unfortunately, I have praised the Jonathan Safran Foer novel for years. Originally, I was disappointed they were going to make a movie from it. Usually, books are far better off without movies.

I like to keep my favorite



things on the down-low, so I can be selfish and be the only one that knows about it. For instance, the movie "Mr. Nobody" is one of my favorite films in the entire world. It is only offered in Europe right now. It won't be released in the U.S. for a while — if at all. I am OK with that. I rave about this movie to a select few, knowing that they will never see it but wish

they could. That is how I feel about "Extremely Loud and Incredibly Close." Now that it is made into a movie, everyone will see it and like it without even thinking about the existence of the novel that came first.

The story is about Oskar, a young boy whose father dies in the World Trade Center on September 11, 2001. His father-son relationship was unending. They were each other's best friends and were extremely close. Oskar's father planned expeditions for Oskar to get out of his comfort zone and talk to people and have an adventure.

When his father dies, Oskar finds a key in a blue vase hidden on the top shelf of his father's untouched closet. The key was enveloped in a small pouch with the word

"Black" written on it. Oskar decides to find the lock to the key in order to keep him closer to his dad a little bit longer. The entire two hours of the movie is dedicated to Oskar's adventure, self-discovery and growth. While facing his fears, creating relationships and mending old ones, he finds himself content — maybe even a little happy.

For those of you that have read "Extremely Loud and Incredibly Close," you know that there is nothing but originality and art throughout the entire book. To come up with a story about such a unique little boy with a unique heart and mind is unfathomable. I have always considered many works of fiction to be incredible show pieces of literary magnificence, but never before had I considered a

novel art.

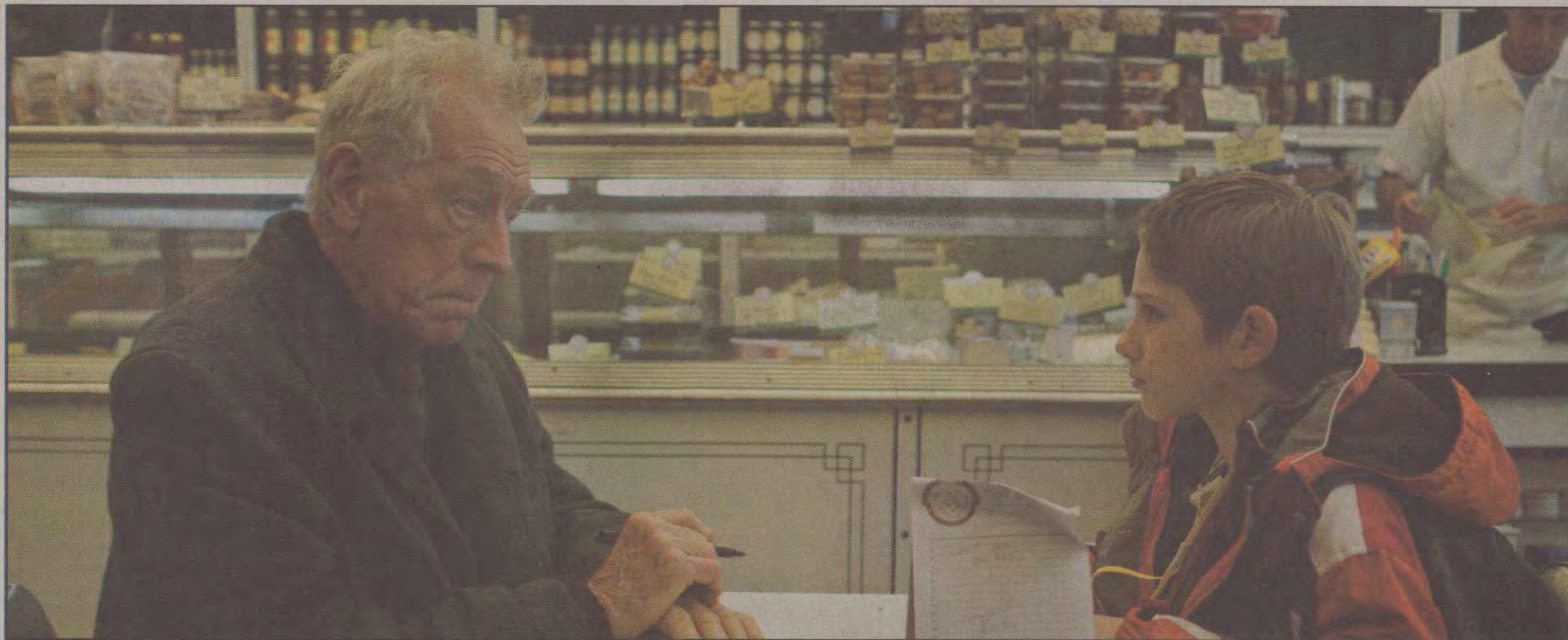
Foer has done an incredible job telling a story around the events of 9/11 that captured the minds of thousands of people. One of the most disappointing parts of this movie was realizing the movie could not possibly pack in everything the novel could in just under two hours. On the other hand, director Stephen Daldry had an extremely keen eye for the aesthetics and his good sense of direction was depicted in the film.

With Golden Globe winners Sandra Bullock and Tom Hanks, "Extremely Loud and Incredibly Close" was given an extra edge. I don't have much to say about Hanks, because he played just a small part. Bullock, however, gets better each and every time I see her.

Her character portrayal was incredibly accurate. Spot on, Bullock, spot on. Her acting was one of the reasons I got that infamous tingling in my nose and blurry vision. But the real tearjerker and star of this flick was Oskar, played by Thomas Horn. He is exactly what I envisioned for Oskar — clever, paranoid, extremely uncomfortable and incredibly smart. I think a nomination is in order for little Thomas.

Though the book was incredibly clever and extremely enjoyable, "Extremely Loud and Incredibly Close" was a decent film as well. It is worth any praise it has already received and deserves more than what has been said here.

— anike.pullens@aggiemail.usu.edu



MAX VON SYDOW, left, as The Renter, and Thomas Horn, as Oskar Schell, during the filming of "Extremely Loud and Incredibly Close," a Warner Bros. Pictures release. AP photo

Joseph Smith Memorial Devotional



Elder Jeffery R. Holland
of the Twelve Apostles

Sunday, January 29th

7:00 pm

(doors open at 6:00 pm)

*USU Dee Glen Smith Spectrum

*For all young adults, married and single
18-30 and high school seniors.

Brighten surroundings in a dull room

BY VICTORIA HEPWORTH
staff writer

Although it has been an unusually bright and snow-deprived winter, natives of Logan know there are three or four months of winter weather yet to come. Unhappiness and depression can be consequences of dark and dull lighting. This time of year it's especially important to keep a well-lit dorm room.

The lights provided in the dorms, apartments and houses most students live in are adequate, but have room for improvement. Natural lighting and windows add to the openness of a room, but it is difficult, if not impossible, to change the architecture of student housing.

So the question remains: How do you achieve a

natural-light look in a dull dorm room? Incandescent lighting can be dull and boring. What other kinds of lighting options are there?

Floor lamps are a good idea. They take up little space, while providing an abundant amount of light. They can be decorative pieces, as well, and they don't have to be expensive. Lamps can be purchased at a thrift store and then redecorated to your own style.

Colored light bulbs can be added to lamps or ceiling lights, giving your room a theme and some excitement. This gives a room a whole new light for a small price, usually under \$5.

One inexpensive way to add light to a living space is using Christmas lights. It may sound odd, but these

tiny bulbs can brighten up a room quickly, and they aren't hard to find because many people have them stored in boxes, just waiting for the holidays. Christmas lights can also be a good way to light up a party or give a romantic feel to a room.

Black lights can be a good choice for a party, as well, or they can be a regular item in a room to add personality.

Dorms and other student housing complexes usually have rules against painting. Most of them are painted plain white. White is a good color to keep things bright, but it can tend to be mundane and boring.

Wrapping paper is a good tool when decorating walls. It is easy to put up with thumbtacks, and

it is cheap and easy to replace or redecorate with. Blue-, red- and black-colored wrapping paper hung in a room with posters covering it can create a homey feel, and can be an alternative to leaving walls blank. Inventing your own color schemes and visual stimulation gives visitors some insight into your personality and can be a good conversation piece.

Decorative posters and photos can give depth and personality to a room and make it appear lighter and more spacious. For those who can't take a paintbrush to their walls, posters can be found online and in most stores. Depending on hobbies, likes and interests, posters and pictures around a room add personal style. These types of decorations are designed

to suit all of the people who have lived in an apartment before you and those who will live in it after.

Lighter colors, such as yellow, tan, light blue and orange, attract light. Dark colors, such as blue, black or purple, can make a room feel dim. Green is a good calming color. However, it's important to choose the colors that help you feel comfortable and homey.

Rugs are another addition to cheer up a dull room. They can be purchased for a low price at a thrift store and add style to the room. A light-colored rug can give the room a more spacious and lighter appearance.

- victoria.hepworth@aggiemail.usu.edu

From Page 4

SLC Olympics

to overcome. The bigger the challenge, the bigger the triumph."

Kristin Peterson, a junior majoring in human movement science, celebrated the 2002 Olympics long before they arrived in Salt Lake City. Her family purchased tickets for five events months in advance to ensure an opportunity for involvement.

"I don't think I went to school for an entire week," she said. "It was the first time my dad let us miss, because he thought it was a once-in-a-lifetime opportunity."

Though the 2002 Olympics officially ended with the closing ceremonies, evidence of the event lives on in the Peterson home.

"We watch the Olympics now in our 'Olympic basement,'" Peterson said. "We have all of our pins displayed, our Roots berets and Olympic paintings that we bought in Park City."

Richard Orcutt, an economics student from Pleasant Grove, was in junior high school at the time of the Olympics. Though he also attended the games, his experience was not so enjoyable, he said.

"I got out of school to see the ski jumping event, but it was so windy that we only saw one person jump," he said.

Brady Mathews, a senior in the interior design program, recalled the surprise he felt by the lack of community support.

"My family went to the Kazakhstan versus Georgia women's hockey game," Mathews said. "I remember thinking it was a really big deal. But when we got there, the venue wasn't even half-way full."

Despite initial disappointment, Mathews said he enjoyed the event and even found it educational.

"I remember being really confused at first because I had never realized that Georgia was also a country," he said. "My family decided to cheer for Kazakhstan."

As some USU students watched from the crowd, others took part in the events. Kate Richardson, a junior majoring in FCHD, performed in "The Light of the World" production at the LDS Conference Center.

"We got free food every day, and I saw a lot of what people never get to see behind the scenes," she said. "There is a cafeteria underneath the road between the conference center and the tabernacle. It's awesome."

Natalie Thatcher, a public relations major, also participated in Olympic events. Along with her friends and younger sister, she performed in both the opening and closing ceremonies.

"Our performance at Rice Eccles Stadium was choreographed by Kenny Ortega, who also choreographed 'High School Musical,'" Thatcher said. "We had so many rehearsals that went all day, outside, in the freezing cold. My sister cried every time we had to go to practice."

When she wasn't performing, Thatcher said she would watch the events from home.

"I was so into the Olympics that I watched every event on TV," Thatcher said. "I was such a Michelle Kwan fan and it broke my heart when she took third place."

In contrast to Richardson's and Thatcher's involvement with the Olympics, USU alumnus Brad Henrie said he wishes he'd taken advantage of the opportunity.

"I look back and realize that it's never going to happen again," he said. "A once-in-a-lifetime opportunity happened 40 miles away, and I didn't do anything about it."

- drevandizzle@gmail.com



A **THRIFT STORE LAMP** is an easy way to light up a dull dorm room or apartment. Lamps can be personalized and decorated to show off personality. They can also be equipped with colored light bulbs for additional flair. DELAYNE LOCKE photo illustration

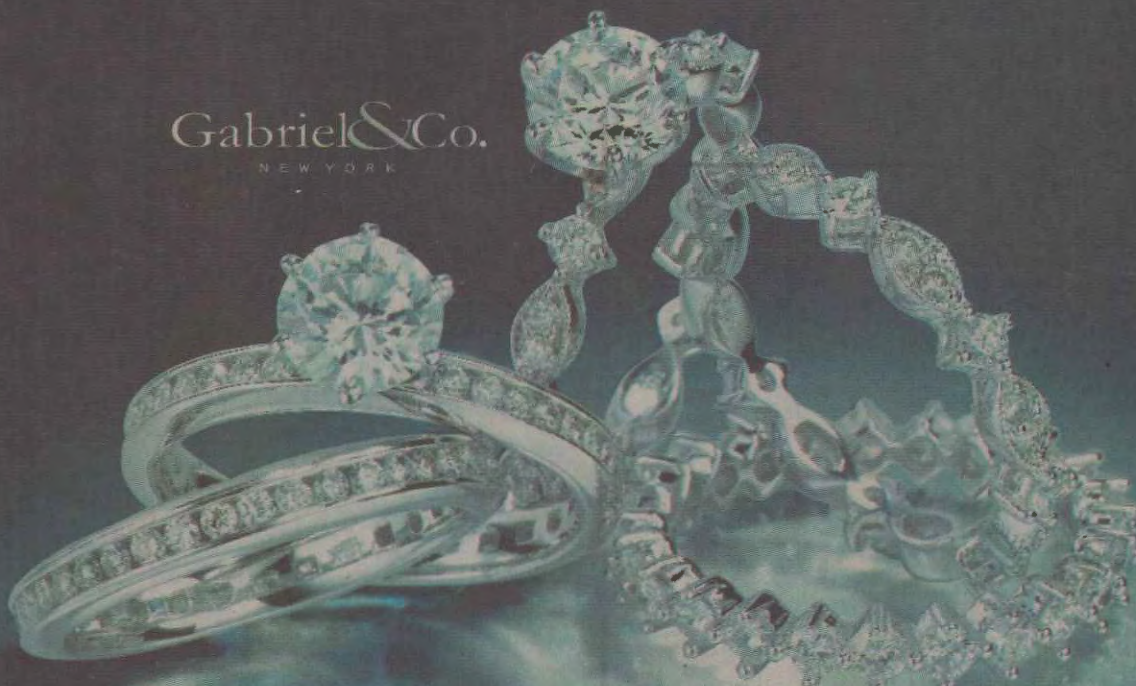
Ferrick's
Fine Jewelry

Simple Math

Ferrick's + Ring = A+

Gabriel & Co.
NEW YORK

930 N. Main
Logan, Ut
435-753-9755



facebook

www.ferricksfinejewelry.com

Pre-Emptive Critics

'Big Miracle'

Movies like "Flipper," "Andre" and "Free Willy" bring back fond childhood memories for me. But after the fourth "Free Willy" came out in 2010, I felt like the movie industry was trying a little too hard to milk the whole aquatic animal tenderness theme. I would like to make the argument that the movie "Big Miracle," due to debut in theaters Feb. 3, may be just another "Free Willy 2." At least, it will be in my book. Let's compare the two.

The star of the film?

"Free Willy" - One 10,000-pound orca whale.

"Big Miracle" - Three 50,000- to 80,000-pound California gray whales.

The whales' names?

"Free Willy" - Um, Willy. Really, the producers couldn't come up with a better name for a killer whale?

"Big Miracle" - Fred, Wilma and Bam Bam - cute, clever and already taken by some pre-historic cartoon characters.

Main human characters who are all about nature and saving the whales?

"Free Willy" - Check, Randolph and Jesse.

"Big Miracle" - Rachel Kramer, a Greenpeace volunteer, played by Drew Barrymore.

The similarities of the two whale-friendly films may stop there, but there may be more to "Big Miracle" than just the classic tale of saving the whales. This fact-based film may show what previews tout: "Within everyone is the power to do something extraordinary." I pre-emptively approach this movie with caution, searching for.

I am pre-emptively skipping this one.

- kristi.j.lambert@aggiemail.usu.edu

'One for the money'

The movie-going world seems to have forgotten about Katherine Heigl. There was a time when you just couldn't call a film a romantic comedy without her name above the title. And then, with a slew of young leading ladies like Emma Stone and Mila Kunis rising quickly through the ranks of Hollywood, Heigl dropped off America's radar.

She is now poised to make her triumphant return in "One for the Money," a comedy about a divorced and broke woman that takes a job at a bail-bond business and ends up having a run-in with a former flame.

I use the term "triumphant return" loosely. I'm pretty sure you'll be hard pressed to find two original plot points in this movie. The trailer alone screams "We've seen this all before!" Most notably in "The Bounty Hunter," with Jennifer Aniston and Gerard Butler.

Heigl is not only the headliner of the film, but really the only draw. The supporting cast holds little promise. In other news, I definitely thought Debbie Reynolds was dead until I saw her name listed on the credits, so that was a nice little surprise. But after watching the trailer, it appears her best days are behind her. Shooting a cooked turkey at a family dinner is a far cry from being serenaded by Gene Kelly.

Full disclosure - I just don't really like romantic comedies, and I could yawn for another Hollywood-ized "girl next door" like Heigl. But I'm pretty certain this film will be well attended, mostly by 20- to 30-year-old women and girlfriends who are being punished. I'm craving a female-driven movie that isn't rife with clichés and body image jokes, the sort of girl-power film that doesn't make you wonder if we're starting to work backwards when it comes to gender stereotypes. This movie is clearly not what I have been searching for.

I am pre-emptively skipping this one.

- m.van911@aggiemail.usu.edu

'The Woman in Black'

My general policy is that I just don't watch horror films. Not because I am the girl who screams out loud in the middle of the movie theater, but because I am the one who lets absurdly fictitious plots and poor special effects keep her sleeping with the lights on for the next month. So in general, I just have a no-horror-films policy. But watching the trailer for "The Woman in Black," I am extremely tempted to break my own rule.

There is a wonderful old-school horror vibe that this trailer gives off. It doesn't broadcast the fact that the film will feature severed limbs in pools of blood or crying girls hiding in a closet while a stranger in a ski mask brandishes a machete. You know, the kind of horror films that are clearly trying too hard to be shocking and instead come off as cliché. With its horrifyingly creepy music-hox underscoring and shots of wide-eyed dolls, "The Woman in Black" trailer is a refreshing departure from the plague of standard horror trailers that haunt the movie theaters.

I did not jump while watching this trailer. I did not cover my eyes or pretend to suddenly be interested in my shoes. But I just about peed my pants. This trailer is freaky, in a rare and genuine way.

And, like most of the Western world, I am really curious to watch Daniel Radcliffe define himself as an actor who can play more than just boy wizards with a hero complex. I am hoping he gives a performance in this movie that is so different from Potter-world that I don't spend the whole film wondering why he doesn't just pull out his wand and whip out a little "wingardium leviosa" action.

I do not watch horror films. But I am pre-emptively breaking my own rules for this one. We might just have a winner.

- m.van911@aggiemail.usu.edu

The pre-emptive critics write knee-jerk analyses of upcoming films based solely on hearsay, advance publicity and — most importantly — movie trailers. They have not yet seen the movies.

"Matched" is worth a look

I was walking through The Book Table last spring when I first ran across a display with the young-adult novel "Matched." Being familiar with Allison Condie, who has written a number of hyper-local young-adult novels, I only glanced at the book and hurried off to my interview.

I finally picked up the book up over Christmas break. I honestly didn't expect much, seeing as most of Condie's books focus on high school life. Even being a New York Times Best Seller, I didn't expect it to be more than some female version of "Back to the Future." A few hours and a couple hundred pages into the book, I was wishing I had hadn't waited seven months to start it.

If you, like me, judge this book by its cover — or even the description on the back of the book — it will simply appear to be a girlish future-set fantasy. Shun me if you must, but I wasn't a huge fan of the wildly popular "Hunger Games" series, and, at first glance, "Matched" seems to have an incredibly similar plot. A teenage girl caught in a society trying to suppress her true personality, all while she deals with a love triangle sound familiar? I thought so.

The story follows Cassia, a 17-year-old girl, as she deals with a government that makes life choices for her. Aptly called the Society, the government tells her and her family how to eat, what to study and how to work, while hiding the war happening



in the outside world. As her matching approaches, the day she is scientifically placed with a mate compatible for her, she worries that she will be placed with somebody lower than herself by the Society's terms. Surprise ensues when she finds her match. At first she is pleased with him, but as the Society begins to tighten its grasp, she slowly loses her innocence. The story takes a wild twist when she meets the rebellious outsider Ky, who changes the way she sees her world.

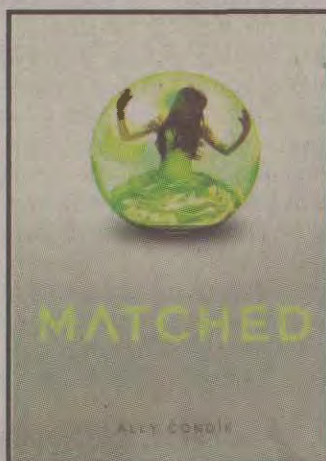
One thing that sets this book apart from its all-too-well-known, teen-fiction drama is the depth of the characters. The skillful way Condie has them play off one another's emotions was one of my favorite aspects of the book. The characters run deeper than the page, as with any good story.

One of the passable, but incredibly important characters in the story is Cassia's grandfather, who dies at the beginning of the novel before most of the plot ensues. In one of the most touching scenes of the story, he talks to Cassia while on his deathbed. Because he tasted freedom in his youth, before the Society came to be, he attempts to tell

Cassia a small part of the truth about the world in which she lives. He slips Cassia a compact as his gift to her before he dies. Little does she know it is this artifact that holds the key to her own freedom.

"Matched" is a good book for a rainy day or a long plane ride, but it's not something I would pick up if I wanted to be intellectually stimulated. The writing was wonderful and did provide some insights into our own society and economy, but the plot dragged in places. The book's sequel "Crossed" was released last November. While it will go on my book list, it's nothing I'm running to the bookstore to buy. I'll admit, "Matched" was a book I couldn't put down. However, it was more to get to the end than out of actual enjoyment. Pick it up when you have time, but don't expect it to blow your mind. I'm hoping "Crossed" has a little bit of a faster pace.

- allee.evensen@aggiemail.usu.edu



KARAOKE NIGHT BUFFET

THURSDAY NIGHTS 9PM-MIDNIGHT

KARAOKE STARTS FEBRUARY 2ND

PizzaPieCafe
real american pizza

PIZZA PASTA SALAD DESSERT

\$5
NOW ONLY

(435)753.5590 25 E 1400 N, Logan (Next to Harbor Freight)

LATE NIGHT BUFFET

WEEK NIGHTS 8-10PM & WEEKENDS 9-11PM

EVERY NIGHT OF THE WEEK!

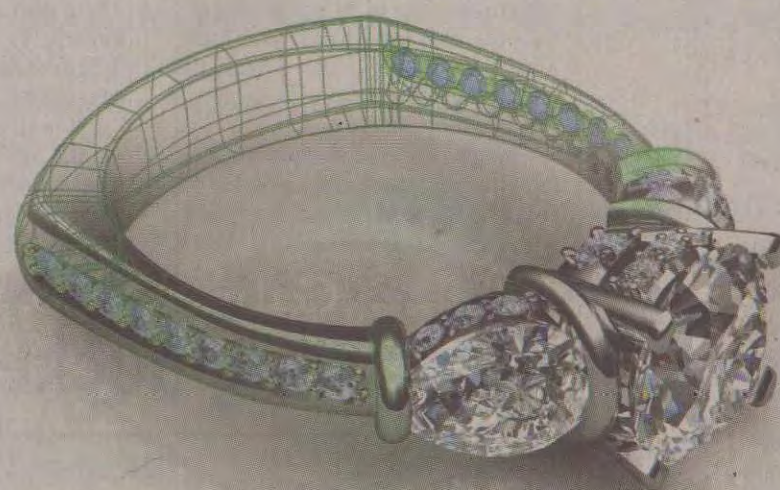
PizzaPieCafe
real american pizza

PIZZA PASTA SALAD DESSERT

\$5
NOW ONLY

(435)753.5590 25 E 1400 N, Logan (Next to Harbor Freight)

Create Your Own MASTERPIECE!



With our innovative design software, you help us create your own unique masterpiece and we custom make it for you. At our store, you don't just browse for the perfect ring—you create it!

S.E. Needham
jewelers since 1896

Where Utah Gets Engaged!

141 North Main • www.seneedham.com • 435-752-7149

BRIDAL FAIRE®

Saturday, Jan. 28

USU Student Center

10:00 To 5:00

Fashion Shows at 12:00, 2:00 & 4:00

Free Admission - Free Parking

Many Prizes

Co-sponsored by: **Utah Statesman**



A Bridal Faire Production

www.bridalfaire.org or (435)881-2508

FridaySports

Utah State University • Logan, Utah • www.utahstatesman.com

TouchBase

AggieSchedules

Men's Basketball

SATURDAY, JAN. 28

USU vs. San Jose State, 7 p.m. in Spectrum

Women's Basketball

SATURDAY, JAN. 28

USU at Idaho, 6:30 p.m.

Hockey

FRIDAY, JAN. 27

USU vs. Washington, 7 p.m. at Eccles Ice Center

Indoor Track

JAN. 27-28

USU vs. Washington State Invitational, Pullman, Wash.

Gymnastics

FRIDAY, JAN. 27

USU vs. Southern Utah, Boise State, 7 p.m. in Spectrum

Women's Tennis

TUESDAY, JAN. 31

USU vs. Weber State, noon

WACStandings

Men's Basketball

	WAC	OVERALL
Nevada	6-0	17-3
NMSU	4-2	14-7
Idaho	4-2	11-9
Hawaii	3-3	11-9
Utah State	3-3	11-10
La. Tech	3-3	11-10
Fresno State	1-5	9-13
SJSU	0-6	7-14

Women's Basketball

	WAC	OVERALL
Fresno State	4-0	16-4
Utah State	3-1	12-6
Hawaii	3-1	8-11
La. Tech	2-2	9-10
SJSU	2-2	7-12
Nevada	1-3	5-14
NMSU	1-3	4-15
Idaho	0-4	5-15

WACResults

Men's Basketball

Thursday, Jan. 26

Utah State 77, Hawaii 72

Louisiana Tech 59,

Fresno State 58

Nevada 68,

New Mexico State 60

Idaho 74, San Jose State 66

Women's Basketball

Fresno State 76,

San Jose State 49

Hawaii 72, Nevada 63

Top 25

1	Kentucky (61)	19-1
2	Missouri (2)	18-1
3	Syracuse (2)	20-1
4	Ohio State	17-3
5	Kansas	16-3
6	Baylor	17-2
7	North Carolina	16-3
8	Duke	16-3
9	Georgetown	16-3
10	Michigan State	16-4
11	Murray State	20-0
12	UNLV	18-3
13	San Diego State	17-2
14	Florida	15-4
15	Creighton	18-2
16	Indiana	16-4
17	Marquette	16-4
18	Miss. State	16-4
19	Virginia	15-3
20	Michigan	15-5
21	Saint Mary's	19-2
22	Kansas State	14-4
23	Florida State	13-6
24	Connecticut	14-5
25	Wisconsin	16-5

Others receiving votes:

West Virginia 96,
Gonzaga 82,
Vanderbilt 40,
Louisville 35,
Harvard 32,
Wichita State 28,
Cincinnati 20,
Illinois 11,
Middle Tennessee 9,
Dayton 3,
Iona 2,
Long Beach State 1

Dropped from rankings:

Illinois 22,
Louisville 23

MEN'S BASKETBALL



AGGIE BASKETBALL PLAYERS, from left to right, Kyisean Reed, Jordan Stone, Brock Keith Pane and Morgan Grim, all helped to defeat the Hawaii Warriors 77-72 Jan. 26. The win brought Utah State to 11-10 and 3-3 in Western Athletic Conference play. CURTIS RIPPLINGER photos

Aggies outbattle Warriors

BY TYLER HUSKINSON
assistant sports editor

Returning home to the Dee Glen Smith Spectrum usually means good things for the Utah State men's basketball team.

Sophomore guard Preston Medlin scored 25 points in a win over an athletic and physical Hawaii team 77-72

on Thursday.

"We needed this win in the worst way," USU head coach Stew Morrill said. "We scrapped and clawed and hung in there. We tried to give it away a little, there at the end, but I am pleased with how hard our guys played."

Morrill was also pleased with how his team handled

Hawaii's defense.

"They played a variety of defenses — junk defenses, zone, man-to-man, box and one, triangle and two, one-two-two zone," he said. "They just tried to totally get us out of rhythm with a variety of defenses. When you look at the stat sheet, everything was good for us except rebounding."

USU and Hawaii traded leads through the first seven minutes, before the Aggies took the lead for good on a jumper from forward Ben Clifford. The freshman's basket sparked a 13-2 run and USU led the remainder of the game.

Hawaii's Zane Johnson, who averages a little more than 18 points a night

since Western Athletic Conference play began, was a big concern for the Aggies, heading into the contest, but USU held the senior to nine points.

The Aggies had no answer for Hawaii junior center Vander Joaquim, who finished the game with 24 points and 14 rebounds.

See **VICTORY**, Page 10

Rebounding still a problem for Utah State

BY TYLER HUSKINSON
assistant sports editor

The Utah State men's basketball team has struggled all season with rebounding due to its lack of size in the post, and Aggie head coach Stew Morrill knew they'd have a tough time rebounding against a quick, athletic Hawaii team Thursday night.

"When New Mexico State walks onto the floor, they just kind of shock you, and they did the same last year with their size and their bulk, their

height and their strength," Morrill said. "Nevada has somewhat the same effect. They are very athletic and big and strong, not maybe quite as strong, but lots of weapons. Hawaii is right there with both of them in all of those regards. I think that most of us in the league would say that that is a fair statement."

Hawaii out-rebounded USU 48-28 on the night and two of the Warriors finished with double-figure rebounds. Forward Joston Thomas finished with 10 rebounds, and center Vander

Joaquim led the Warriors with 14 rebounds.

"We just struggled out there with their size, — with about anyone that we play — trying to get rebounds," Morrill said.

Hawaii pulled down 24 offensive rebounds on the night, which led to 24 second-chance points.

"They are a really big team. Their guards are big — all 6-foot-6 and taller," sophomore guard Preston Medlin said. "They are just physical — more physical than Nevada or

New Mexico State. It's tough. We're a little undersized at the post. We've just got to help the posts out as much as guards."

Despite being undersized, a rebound margin of 20 is still a concern for USU.

"I think it's a big concern for our team," junior forward Kyisean Reed said. "We don't have one dominant rebounder. All five guys have to go rebound. I think it's a big concern."

Defending senior Zane Johnson was
See **WARRIORS**, Page 10

HOCKEY

Utah State hockey heads into final games of season



USU HOCKEY'S JOEL BASSON handles the puck in a game earlier this season. KIMBERLY SHORTS photo

BY MEREDITH KINNEY
sports senior writer

Utah State hockey is heading into the home stretch of its season. Ranked No. 2 in the West, the Aggies have five games left to make a statement before the National Championship tournament.

"We are currently sitting at number two, and there's still two more voting periods," USU head coach Jon Eccles said. "We're right where we want to be."

If the team can hold onto that No. 2 spot, USU will get a pass to the American College Hockey Association National Tournament.

"We want that auto-bid," Eccles said.

Eccles said with the way the Aggies have been playing, a spot in the tournament seems secure. Of the five games left, one is against a team the Aggies

haven't faced before.

Tonight the Aggies face off against University of Washington Huskies. Utah State has home-ice advantage, but UW is not a team to underestimate.

The Huskies are coming into Eccles Ice Center with a regular season record of 17-6. Ranked at No. 10 in the West, the Huskies are coming off a rough showing at the Western Showcase in early December in which they lost all four games by a combined score of 28-7.

Since then Washington has won all six of their games including two against Oregon, which was ranked at the time.

The Huskies are led by junior goal scorer Corey James. The forward has 22 goals on the season. James is supported by freshman Ryan Minkoff, who has 15

See **HOCKEY**, Page 11

WOMEN'S BASKETBALL

Aggies to battle Vandals in frigid North

BY CURTIS LUNDSTROM
staff writer

Utah State women's basketball heads to Moscow, Idaho, this weekend to face the University of Idaho. The Aggies are 12-6 on the season and 3-1 in the Western Athletic Conference.

Aggie junior guard Devyn Christensen leads the WAC in scoring at 19 points per game. USU has four players averaging double digits in conference play with the inclusion of seniors Ashlee Brown (13.3), Brooke Jackson (12.3) and Maddy Plunkett (10.3).

"We learned some things from the Fresno game," Christensen said. "We've had a deep team all year, and we have an identity. We are successful with our chemistry, and we find people when they are open."

In the past three games, Christensen has scored at least 20 points, during wins over Nevada and Louisiana Tech and a loss to Fresno State.

The Aggies are ranked No. 1 in the WAC in field-goal percentage at 52.6 percent and No. 2 in free-throw percentage at 73 percent, behind Hawaii at 73.2 percent. USU comes off of a 23-point win at home against Nevada in which the offense had six players score at least 10 points, and the defense held the Wolf Pack to 27.8 percent from the 3-point line.

Brown, the WAC Preseason Player of the year, is ranked No. 6 in the WAC in rebounding at 8 per

game and No. 7 in assists with 3 per game. She went 6 of 7 from the free-throw line in the Nevada game and scored 12 points in 25 minutes of action.

"I like the balance in our scoring," head coach Reagan Pebley said. "It is going to help us as conference play continues. When we play great defense, it equates to high-percentage offense."

Idaho is 5-15 on the year and 0-4 in WAC play and has lost each of its past seven games.

Sophomore Alyssa Charlston is tied for sixth in the WAC with an average of 15 points per game and third at 11 rebounds per game.

In a loss to Nevada on Jan. 23, Charlston finished with 17 points on 6-of-14 shooting from the field.

The Vandals are currently last in the WAC and ranked seventh in field-goal percentage at 35.3 percent. But they are No. 1 in blocks with 6.8 per game and No. 3 in scoring field-goal percentage defense at 38.2 percent.

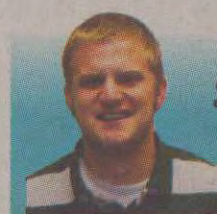
In a loss against Fresno State, freshman Krissy Karr finished with 11 points and six assists for the Vandals. Karr is ranked No. 6 in the WAC at 3.3 assists per game and fourth in free-throw percentage at 84.6 percent.

— curtis.lundstrom@aggi-email.usu.edu



FRESHMAN GUARD ELISE NELSON dribbles past a defender in the 91-69 win over Nevada Jan. 21. CODY GOCHNOUR photo

Nothing to watch

Steve's
Picks

STEVE SCHWARTZMAN

In the ever-bustling conglomerating environment that is the sporting world, there are those weeks that just seem to fly off like a rocket and never seem to stop. I'm talking big games, bigger stories, speculation and predictions the universe over, and angry fans flooding comments boards and sports columns with every ounce of disdain in their known being, especially to Rick Reilly.

It is one of those weeks that resoundingly reminds all of us point-hungry manly men and feisty women just why we are sports fans.

This isn't one of those weeks.

The NFL Conference Championships were last week; the Super Bowl is next week. We've already talked Kobe, LeBron, Tebow, Paterno, the Spectrum, Prince Fielder, Tebow, beginning bracketology debates, the Australian open and, of course, Tebow, and what do we have to discuss this week?

Nothing much, just waiting.

Yep, welcome to the aura and withering groan that is the slow sports week. It's times like these when we'd ideally be safer shutting off the TV and going out for frozen yogurt.

But we're sports fans; we need a sporting event in our lives just like Crash Bandicoot needs peaches. We need something to watch to save face — it just comes down to what. And in my mind's eye, we honestly have two choices.

See STEVE'S PICKS, Page 11

Grand Opening Week events

Center for
ENTREPRENEURIAL
EXCELLENCE

MONDAY

Come see the top 10 finalists in the Opportunity Quest business plan competition, as well as other USU student entrepreneurs.

Business building, 2nd floor student lobby
10:00am – 2:00pm

TUESDAY

Entrepreneurship Club Kickoff Meeting

Enjoy dinner, a raffle, and prizes with the new Entrepreneurship Club. Learn more about getting involved and enter to win an iPad2, Go Pro camera, and other prizes.

Business building, 2nd floor student lobby and Room 215
6:00pm-7:30pm

WEDNESDAY

Center for Entrepreneurial Excellence Ribbon Cutting

Business building, 2nd floor student lobby
3:00pm

lectures in
entrepreneurship

Scott Huskinson, Clay Broadbent of iFrogz Graduates of USU, Scott Huskinson and Clay Broadbent will talk about their success with iFrogz which they recently sold to Zagg for about \$105 million. Networking social will follow the lecture.

Business Building, Room 215
7:00pm

THURSDAY

"Launch the Lollipop" Marketing Case Competition
Application Deadline

Submit your 300 word application to win up to \$5000 for the marketing competition online at launchthelollipop.com.

JON M.
HUNTSMAN
SCHOOL OF BUSINESS
UtahStateUniversity

huntzman.usu.edu/ecenter

MEN'S BASKETBALL

Aggies return to Spectrum to play San Jose State

BY TYLER HUSKINSON
assistant sports editor

After notching what head coach Stew Morrill said was "a much-needed win," the USU men's basketball team (11-10, 3-3 WAC) looks to defend home court against San Jose State.

San Jose State (0-6, 7-13 WAC) is a team which nearly upset USU in the semifinals of the Western Athletic Conference tournament last season. The Spartans are without Adrian Oliver, the WAC scoring champion last season.

Junior guard James Kinney leads the Spartans with 15.9 points per game, and sophomore guard Keith Shamburger averages 14 points per game.

One Spartan the Aggies will focus on is senior forward Wil Carter, a Pocatello native and former Salt Lake Community College player who was on USU's recruiting radar at one point, but the Aggies didn't have a scholarship for him.

"He is really playing well, averaging 11 rebounds a game in league and scoring it against high-caliber competition at the low post," Morrill said. "He's bouncy and a guy you would love to have right now. He's playing really well."

During the San Jose State's near upset of USU during the 2010 WAC tournament, the Spartans played a hybrid zone defense that gave the Aggies problems.

"They've played it some, they went to it exclusively in our game in the tournament," Morrill said. "Last weekend they played it a lot. They gave us some problems in the WAC Tournament with it. It's an effective look for them. They probably feel like they're undersized and this is a way to try and negate that a little bit, by trying to confuse you and trying to get you to not know what you are doing against a different sort of defense."

The Spartans tend to go with a four-guard look with Carter as the only post player.

"With him, they've got some guys who can get hot from three," Morrill said. "They made 40 percent of their 3-pointers in the game that I watched the other night. They go small a lot, they will have four guards out there a lot of times. And that effective defense that they play causes you some concern. You have got to figure out how you want to attack that."

San Jose State dropped a close game to Idaho on Thursday 74-66. Carter scored 15 points and was the only starter to have any impact as the bench did most of the scoring.

"We need to try and come out and be better than we were against Hawaii," junior forward Kyisean Reed said.

- ty.d.hus@aggiemail.usu.edu



HAWAII FRESHMAN GUARD SHAQUILLE STOKES struggles to grab a rebound away from Utah State's Preston Medlin, left, and Ben Clifford, right. The Aggies beat the Warriors 77-72. **CURTIS RIPPLINGER** photo

➤From Page 8

Victory over Hawaii comes in final minutes

Hawaii junior forward Joston Thomas also chipped in a double-double with 14 points and 10 rebounds.

USU led by eight points at halftime, but came roaring out of the gates to begin the second half. A pair of free throws from senior forward Morgan Grim spurred a 14-8 run in the first four minutes of the second half to give the Aggies a 12-point lead.

USU's largest lead of the night came with 11:42 to play as senior guard

Brock Keith Pane went coast-to-coast for a layup after Clifford blocked a layup attempt.

"I just try to go out there and be aggressive, especially on offense," Clifford said. "I think that helped down the stretch."

USU finished the night shooting 49 percent from the field and 37.5 percent from the 3-point line. Hawaii shot 40 percent from the field and hit 3 of 17 from the 3-point line.

"We crushed them on the boards; but we just couldn't hit shots — couldn't hit a three," Hawaii head coach Gib Arnold said. "We can't go 3 of 17 on the road and win games. You've got to hit shots against a saggy defense."

- ty.d.hus@aggiemail.usu.edu

➤From Page 8

Warriors win battle of the boards over Aggies

was another concern for USU. The Hawaii guard has always played well against USU and averages around 18 points per game in conference play.

USU held Johnson to nine points in 34 minutes of play.

"We tried to monster both posts, so he was getting monstered a lot — and double teamed," Medlin said. "Ben (Clifford) and Kyisean, and all those guys, did a good job of defending him." Clifford, who scored a season-high

11 points, pulled down three rebounds and came up with four blocks on the night

"Ben has gained some confidence," Morrill said. "He's a redshirt freshman out there. He's more confident shooting the ball each game. When I checked him in, he went and scored twice when we needed points. That was huge."

Clifford said USU handled the physicality as well as it could. "We knew that coming in they have

huge people, it seems like, compared to us," he said. "We just had to be physical, get them off the block and try to box out as best we could. I don't know how good we did on that. We tried our best."

- ty.d.hus@aggiemail.usu.edu

SCOREBOARD

(11-9) **H** 72 (11-10) **U** 77
(3-3) (3-3)

HAWAII (11-9) 23-29 77.
Thomas 4-12 6-8 14,
Joaquim 12-16 0-3 24,
Jefferson 1-4 0-0 2, Johnson
4-16 0-2 9, Ostrowski 0-2 2-2
2, Miles 0-1 0-0 0, Stokes
0-1 0-0 0, Rozitis 1-1 2-2 4,
Brereton 6-15 1-2 15, Minns
0-0 0-0 0, Wiseman 1-3 0-0
2. Totals 29-71 11-19 72.
UTAH ST. (11-10)
Grim 0-2 4-4 4, Reed 4-5
2-2 10, Pane 5-10 0-1 10,
Berger 4-11 0-3 12, Medlin
5-11 13-14 25, Clifford 4-5
3-4 11, Farris 1-4 1-1 3,
Stone 1-1 0-0 2. Totals 24-49
A - 9,870.

Top Performers:
Preston Medlin, USU, 25 pts
Vander Joaquim, UH, 24 pts, 14 reb

Self-medicating with sports to get through the day

My life revolves around sports. I plan my schedule around Utah State events. I tell my friends I can't hang out because a game I want to watch is on. Last weekend, I drove through two feet of snow to make it home for a hockey game.

It's my own brand of medicine. It's my form of meditation.

Sports keep me sane. They're so simple — there's a winner and a loser. How much more simple can it get? Sure there are rules telling you how to play the game, but on some sort of molecular level they invoke a primal instinct in us.

Everyone knows the joy of victory and how much it sucks to lose. Competition is at the essence of everything.

Teenage girls compete to see who is a queen bee. College students compete for jobs and scholarships. Athletes compete to win.

That's why sports are so great. You feel like a part of your team, whether they win or lose, but you're one level removed.

That's the great thing about being a fan. No matter what the research shows, I fully believe that fans affect the outcome of

games.

A term gets thrown around a lot. The Spectrum is USU's sixth man. Yankee stadium gives the Yankees the best 10th-man advantage in Major League Baseball.

The term sixth man actually refers to a basketball player who is not a starter but comes off the bench much more than the other benched players. We also use it to define fan bases so loud they actually make a difference in the final score by getting into opposing players' heads.

The best, most rowdy crowds are considered sixth-man fans. These get all the glory of thinking they helped their team win, but losses don't hit them near as hard. They are going to cheer hard no matter what.

A loss is not their fault, but they like to think a win partially is.

That's what makes people feel good. It's much easier for a fan to shake off a loss with the "We'll get them next time" mentality than it is for a player. When a team wins, fans are all over it. Suddenly they were there and a part of it all.

That's the beauty of being a fan. There is no accountability.

- Meredith Kinney is a junior majoring in broadcast journalism and an avid hockey and lacrosse fan. She hopes one day to be a big-shot sideline report working for ESPN. Send comments to meredith.kinney@aggiemail.usu.edu.



Perfect Partner



Let us help plan your big day

Your Best Choice for
Wedding Invitations & paper goods

SQUARE ONE 630 West 200 North
PRINTING 753-8875

Get your simple federal tax return
done for the low, low price
of FREE.
(Federal Form 1040EZ)



H&R BLOCK®
NEVER SETTLE FOR LESS™

547 North Main • Logan, UT 84321
Phone: 435-752-1651 • Mon-Fri 9:00 am to 9:00 pm
Saturday 9:00 am to 5:00 pm

Type of federal return filed is based on taxpayer's personal situation and IRS rules/regulations. Form 1040EZ is generally used by single/married taxpayers with taxable income under \$100,000, no dependents, no itemized deductions, and certain types of income (including wages, salaries, tips, taxable scholarships or fellowship grants, and unemployment compensation). Fees apply with Earned Income Credit and for state returns. Taxpayer must meet IRS criteria to use Form 1040EZ. Available at participating U.S. locations. Offer expires February 29, 2012. ©2011 H&R Tax Group, Inc.

BRIDAL FAIRE®



Saturday
January 28
10AM to 5PM

At The **USU**
Student Center

Fashion Shows
12:00, 2:00 & 4:00

Everything to
Plan Your Wedding!

www.bridalfaire.org

Free Admission - Free Parking - Many Prizes

A Bridal Faire Production
For more information call
(435)881-2508
Serving Brides Since 1985



HOCKEY

From Page 8

Hockey to face Huskies Friday

goals and 36 assists.

Utah State will be short on the defense side, however, without Ty Johns, who suffered a leg injury against the University of Colorado. The Aggies will need production out of their young defensive staff to make up for the loss of their assistant captain.

On the offensive end, the Aggies will be without Tyler Mistelbacher and Matt Hamilton who have sat a majority of the games since coming back from the break.

In goal for the Huskies will be Danny Dougan, who has a 3.42 GAA and a .90 save percentage.

The Aggies and the Huskies will face off at 7 p.m. at the Eccles Ice Center.

— meredith.kinney@aggi-email.usu.edu



A UTAH STATE HOCKEY PLAYER busts a move during a game earlier this season. KIMBERLY SHORTS photo

STEVE'S PICKS from Page 9

First we have the Pro Bowl, which I call the "Oh, brother..." of All-Star Games. Sure it's the supposed best of the best playing a happy-go-lucky, easy-going game of pigskin in hopes someone in general society notices.

Unfortunately, our only advantage here is supposed star power filling up a game that has no time to strategize anything formal on the field, lacks any extra notable event on the side, while preceding the most anticipated social event of the year in the Super Bowl, all adding up to a yawn fest that doesn't even involve anyone named Ochocinco.

You know what could potentially save the Pro Bowl? Try me out on this: a Field Goal Derby. Eight kickers, 10 balls each, at different distances, with high-powered fans everywhere. It's bold, it's exciting and it just might make Billy Cundiff feel better about himself. I'm all over it.

Then we have the second-biggest event, which I just call "Brother!" in Hulk Hogan's voice, the WWE Royal Rumble. Now, many

of you may not consider professional wrestling a sport, but when I was a kid — and this goes with all my other 9-year-old old peeps rocking Floristan Avenue in Los Angeles.

Many consider the Rumble to be the second-best pay-per-view event just short of WrestleMania, and a spectacle that can't be missed with 30 juiced-up grapplers in an over-the-top robe elimination battle royal for a shot at a world title match, which is just the cherry on top of a night of heavy hits, stunning storylines and Jerry the King Lawler yelling stuff.

Haven't been into wrestling in forever? That's no problem. After 10 solid minutes of any wrestling match, the commentators will catch you right up. This is indeed your viewing option, if you have dreams of Stone Cold Steve Austin, the Rock and Mr. Socko dancing in your head at night. Who knows? It may even fill you with an evening of suspense and fun.

Of course, it's \$45 a pop just to watch it, and you could find the results online

beforehand anyway, so I guess it's sixes.

So what do you watch this week, sports fans? Do you enjoy a free-for-viewing collage of actual athletes gallivanting around Hawaii grass in a lackluster fashion, or a high-powered, staged slobber-knocker that is just one Rosie Huntington-Whiteley short of becoming "Transformers 4: Dawn of the Headlock," that runs at about the price of a car-insurance payment. The choice is yours and yours alone.

I, for one, will be watching ESPN Classic. I think they're showing "Jordan Rides the Bus" that night. Solid flick.

— Steve Schwartzman is a junior studying communication studies. He has had just about every job in sports writing, including blogs, analysis, statistics and fantasy football tips, but especially loves making bold picks. Think you can out-pick Steve? Let him know: steve.schwartzman@aggiemail.usu.edu.



QUARTERBACK BEN ROETHLISBERGER throws a ball during an AFC practice for the NFL Pro Bowl. AP photo

TODAY'S PUZZLE ANSWERS

T	O	P	A	Z	F	O	A	L	I	C	O	N
A	H	E	R	O	I	P	S	O	F	O	R	E
R	A	D	I	O	E	N	T	H	U	S	I	A
T	R	A	D	I	V	I	S	E	O	T	T	O
S	A	L	M	A	T	A	P	B				
S	C	E	N	E	R	Y	C	H	E	W	E	R
M	E	T	A	L	S	E	A	T	T	H	R	O
A	R	E	N	T	H	A	M	C	R	O	S	S
C	O	E	D	B	E	D	I	T	U	N	E	S
H	O	L	I	D	A	V	E	N	T	R	E	E
D	U	D	O	I	L	E	A	R				
T	H	O	S	E	B	A	R	N	E	D	G	E
N	O	A	H	S	W	A	Y	W	A	R	D	S
U	P	T	O	I	D	E	A	B	E	I	G	E
T	E	S	T	E	A	S	I	N	T	O	W	

2	6	7	1	5	8	9	4	3
4	1	5	9	2	3	6	7	8
3	8	9	4	6	7	2	1	5
8	5	3	6	7	2	4	9	1
6	9	4	8	3	1	7	5	2
1	7	2	5	4	9	3	8	6
9	3	1	7	8	6	5	2	4
5	2	8	3	9	4	1	6	7
7	4	6	2	1	5	8	3	9

T
K
D
H
I
E
S
C
N

"Said The Science Kid"
©2011 by Scholastic Teaching Resources

MOUNTAIN RIDGE HELICOPTERS

Scan to learn more

Become a pilot within a year!
MountainRidgeHeli.com
435.752.3828

Living at 10,000 ft

Friday
January 27th
7 p.m.

Gymnastics

VS.

SUU & BOISE STATE
Southern Utah Boise State

Saturday
January 28th
7 p.m.

Men's Basketball

VS.

San Jose State

Free Admission for Students

www.UtahStateAggies.com 1-888-USTate1

SCRIBENDI
CREATIVE WRITING CONTEST

Submissions DUE: February 6, 2012 @ 4PM
Accepting: Poetry, Short Fiction, Non-fiction
Essay, and Artwork/Photography

Find us on Facebook: USU Creative Writing Contest
or at: Scribendi.usu.edu

show us what you've got.

SUPER BOWL ADS

The Super Bowl is a make-or-break night for advertisers

By David Thomas/McClatchy Newspapers

■ One-minute commercials during Super Bowl I cost \$75,000 on NBC and \$85,000 on CBS. (Both networks broadcast the game.) One 30-second commercial during the last Super Bowl cost around \$3 million (that's \$100,000 a second).

■ The average 30-second commercial price reached \$1 million for the first time in 1995. The \$2 million mark was first topped in 2000, and commercial costs reached \$3 million for the first time in 2009.

■ Commercial slots during the first quarter typically are the most expensive, with slots in the fourth quarter the least expensive.

■ Fifty-one percent of people surveyed by The Nielsen Company in January 2010 said they watch the Super Bowl for the commercials. Also, commercials viewed during the first quarter tended to be the most remembered and the most liked.

■ The second-half kickoff of Super Bowl I had to be replayed because NBC was airing a Winston cigarettes commercial when the kickoff took place.

■ Researchers at the University of Buffalo tracked 529 Super Bowl commercials from 1989-2005 and found that companies with the 10 most-liked ads each year saw their stock prices increase a quarter of a percent on the Monday after the Super Bowl. With companies that advertise during the Super Bowl having an average market value of about \$30 billion, that quarter-percent gain represented about an \$80 million increase in one day.

■ Farrah Fawcett and Joe Namath promoted Noxzema in the first high-profile Super Bowl ad, aired in 1973 during Super Bowl VII. The commercial featured Fawcett playfully spreading Noxzema shaving cream across Namath's face.



1973: Farrah Fawcett and Joe Namath promoting Noxzema.

■ Budweiser's Clydesdales first appeared during Super Bowl XX in 1986 and have been in more than a dozen Super Bowl ads.

■ Seventeen "dot-com" companies advertised during Super Bowl XXXIV in 2000, making up almost half of the advertisers. But that number dropped to three the following year because of the dot-com bust. One of the three survivors was E*Trade, which featured a monkey riding a horse past failed dot-com companies.

■ AOL was the sponsor of the infamous "wardrobe malfunction" halftime show with Janet Jackson and Justin Timberlake (Super Bowl XXXVIII, 2004).

■ In the year after Go Daddy advertised in Super Bowl XXXIX (2005) for the first time, the domain name registrar saw its active sites increase by 136 percent. That boosted Go Daddy to become the world's largest Web hosting firm.

■ One of the worst-received Super Bowl commercials was Just for Feet's "Kenya Mission" spot during Super Bowl XXXIII

The teams on the field aren't the only ones with Super Bowl game plans. The companies that will push their products and services from the stage of the world's largest single-day sporting event have been planning since the final seconds of last year's game.

Companies have thrived and nose-dived based on Super Bowl viewers' opinions of their brand — all based on television commercials.

With the countdown clock ticking for advertisers, here are some things to know about Super Bowl commercials:

(1999). In the commercial, four white mercenaries in a Humvee chased a Kenyan runner, gave him a drug-laced drink that knocked him unconscious, then put running shoes on him under the motto of "To serve and protect feet." Just for Feet sued its advertising agency — the suit later was dropped — and filed for bankruptcy later that year.



1984: Apple's George Orwell-inspired commercial.

■ Apple's groundbreaking, George Orwell-inspired "1984" commercial during Super Bowl XVIII (1984) introduced consumers to the Macintosh personal computer. It also ushered in a new era of Super Bowl commercials and is widely considered the most impacting Super Bowl ad ever.

■ The original plan called for the Apple commercial to run Jan. 1 during college bowl games, but the commercial was pushed back to the Super Bowl because Macintosh's launch date was scheduled for late January.

■ Apple bought 90 seconds of commercial time for Super Bowl XVIII. But when Apple's board of directors strongly disliked the "1984" commercial, Apple sold 30 seconds of its slot and, eventually, decided to run the commercial anyway. The commercial cost almost \$1 million to produce and ran only one other time on television — early morning on a small Idaho television station so that the commercial would be eligible for advertising awards.

■ Apple sold 72,000 Macintosh computers during the first 100 days the product was available after Super Bowl XVIII — 44 percent above projections.

■ The following year, during Super Bowl XIX, Apple followed up its super "1984" effort with one of the worst ads in Super Bowl history. Sales dropped after the "Lemmings" commercial, Apple suffered through financial difficulties, and the company didn't

advertise in another Super Bowl for more than a decade.

■ New York Giants quarterback Phil Simms (Super Bowl XXI, 1987) was the first player to be filmed on the field after a Super Bowl for an "I'm going to Disney World" commercial.

■ The "Where's the beef?" line from the Wendy's commercial during Super Bowl XVIII in 1984 worked its way into the world of politics later that year. Walter Mondale helped gain the Democratic nomination for president by asking, "Where's the beef?" when criticizing Gary Hart's campaign platform.

■ Burger King's Herb the Nerd campaign during Super Bowl XX in 1986 is considered one of the biggest flops in Super Bowl advertising history. Consumers showed little interest in following the campaign's theme of finding Herb, who had never eaten at Burger King, and the multimillion dollar campaign is still remembered for the wrong reasons.

■ Master Lock is considered one of Super Bowl advertising's greatest success stories. The small company paid \$107,000 for a 30-second spot during Super Bowl VIII in 1974, and the gamble paid off big-time. In that commercial, a sharpshooter shot a bullet from a high-powered rifle into a Master Lock padlock, but the padlock remained locked. Public trust in its products enabled the small company to become the world's largest manufacturer of padlocks. Although Super Bowl commercials used up most of Master Lock's annual advertising budget, the company aired commercials in 21 Super Bowls before announcing in 1997 it no longer would advertise during the game.

■ Spuds MacKenzie, Bud Light's official party dog, made his Super

Bowl debut in 1987 during Super Bowl XXI. Although a male in commercials, Spuds actually was a female bull terrier named Honey Tree Evil Eye.

■ The Coca-Cola commercial featuring "Mean Joe" Greene sharing a Coke and a smile with a kid consistently rates as one of the favorite Super Bowl commercials. However, the commercial did not debut during a Super Bowl. The ad first aired during the 1979 regular season, then aired in the following Super Bowl (XIV).

■ The Mean Joe Coke commercial led to a 1981 made-for-TV movie titled "The Steeler and the Pittsburgh Kid," in which Greene played himself.



Budweiser verses Bud Light in the battle of the Bud Bowl.

■ The first Bud Bowl was held in 1989, during Super Bowl XXIII. Using stop-action to play out the game, producers needed about 10 hours to shoot two seconds of commercial action.

■ "Wassup" became a part of the American vocabulary because of an Anheuser-Busch commercial that first aired on Monday Night Football, but hit it big during Super Bowl XXXIV (2000).

■ Coca-Cola's peace-promoting commercial featuring young people from around the world singing "I'd like to teach the world

to sing" made its Super Bowl debut in 1972 in Super Bowl VI. The commercial, titled "Hilltop," aired for six years. The commercial was recreated for Super Bowl XXIV in 1990 and included some of the original commercial's actors and their children.

■ Louie, one of Budweiser's lizards that first appeared at Super Bowl XXXII in 1998, made it onto the paint scheme of the car driven by NASCAR's Ricky Craven.

■ For Super Bowl XXVI, broadcast on CBS in 1992, Frito-Lay sponsored Fox's "In Living Color Super Halftime Party" that tempted viewers to switch over to the rival network during halftime of the game. The next year, Frito-Lay became the first national sponsor of the Super Bowl's halftime show, which featured Michael Jackson.

■ MillerCoors aired a one-second commercial for its Miller High Life brand during Super Bowl XLIII in 2009. The ad did not run in all parts of the country. MillerCoors had to purchase the spot through local NBC outlets because Anheuser-Busch held exclusive national alcohol advertising rights for the Super Bowl.

■ McDonald's reported a sales increase of 22 percent after advertising in Super Bowl III.

■ The Journal of Advertising Research reported in 2004 that movies promoted during a Super Bowl earned twice as much at the box office during their debut week than movies not promoted during a Super Bowl.

■ Publisher's Clearing House began announcing its winner on live television during Super Bowl broadcasts in 1995, for Super Bowl XXIX. Nervous that the winner would not be home, a member of the PCH prize patrol posed as a Super Bowl commercial surveyor and called the winner the weekend of the big game to learn whether the winner would be watching at home.

■ At Super Bowl XXVIII (1994), Reebok aired a commercial near the end of the game that was filmed and edited during the game. To promote its InstaPump shoes, Reebok purchased the last spot of the game. The commercial was supposed to be delivered to NBC with five minutes to spare, but instead was turned in a little less than three minutes before air time.

■ TNS Media Intelligence research discovered that from 1990-2009, Anheuser-Busch spent \$311.8 million on Super Bowl advertisements. The rest of the top five biggest spenders: PepsiCo (\$254.2 million), General Motors (\$80.5 million), Walt Disney (\$71.6) and Time Warner (\$64.8).

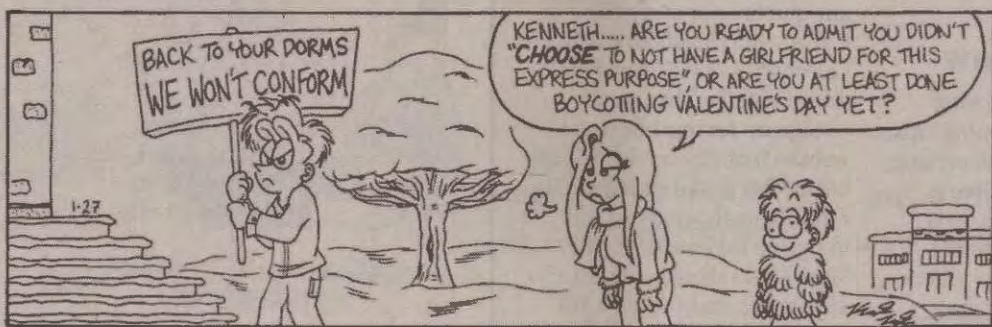
■ During that 20-year period, according to TNS, the Super Bowl generated \$2.17 billion of network sales, with 210 advertisers and more than 1,400 commercials.

MCT ILLUSTRATION

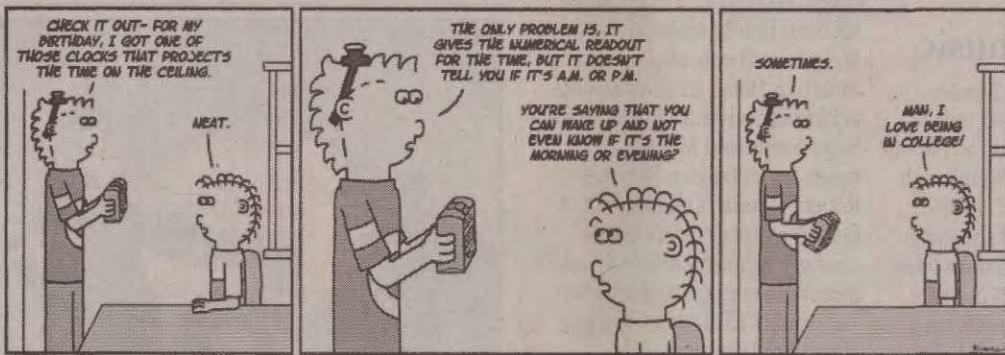
www.a-bay-usu.com

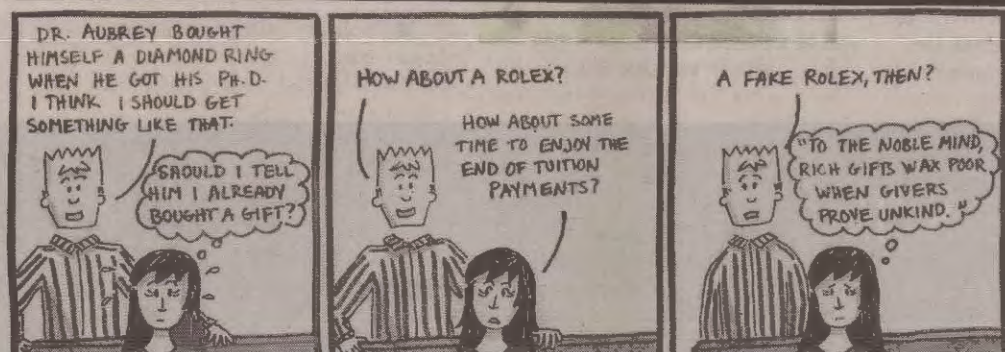
Fun Stuff

Utah State University • Logan, Utah • www.utahstatesman.com

Breaking the Mold • kenneth.locke@aggiemail.usu.edu


Read more BTM at: kenisu3000.deviantart.com

Last Ditch Effort • John Kroes

Loose Parts • Dave Blazek

All But Dead • sarah.a@aggiemail.usu.edu


Help Wanted

STUDENTPAYOUTS.COM
Paid Survey Takers Needed in Logan.
100% FREE to Join! Click on Surveys.

Earn Extra Money
Students needed ASAP
Earn up to \$150 per day being a Mystery Shopper

No Experience Required
Call 1-855-204-0676

Product Demonstrator
Flexible weekend product promotion & cooking demonstration opening in Provo. We pay weekly, 6 hour event w/ paid breaks starting at \$60 per event! Go to NCIM.com and click "demonstrator opportunities" use ad code "704" or email khunter@ncim.com! Email khunter@ncim.com

Earn \$1000-\$3200 a month to drive our brand new cars with ads. www.AdCar-Pay.com

Services, tutor

Math Tutor - All Levels
I hold a pure math PhD and have 6 years of college teaching experience. I have 8 years of tutoring experience at all college levels from calculus to upper division math courses.
435-754-9370
Email mark.mckee.zoso@gmail.com

Apartments

Looking for two MALE roommates
Looking for two MALE roommates to move into a 3-bedroom house. Own bedroom, shared bathroom. Parking spot in 3-car garage.
\$395 down, \$395/ month (does not include utilities)
no smoking, drinking, and no pets
Call 435-755-9900 (ask for Becky), or 435-881-0891 for more information
Email sparkler24@gmail.com

Statewide Ads

METAL ROOF/WALL
Panels, Pre-engineered Metal Buildings. Mill prices for sheeting coil are at a 4 year low. You get the savings. 17 Colors prime material, cut to your exact length. CO Building Systems 1-800-COBLDGS (ucan) 10f1

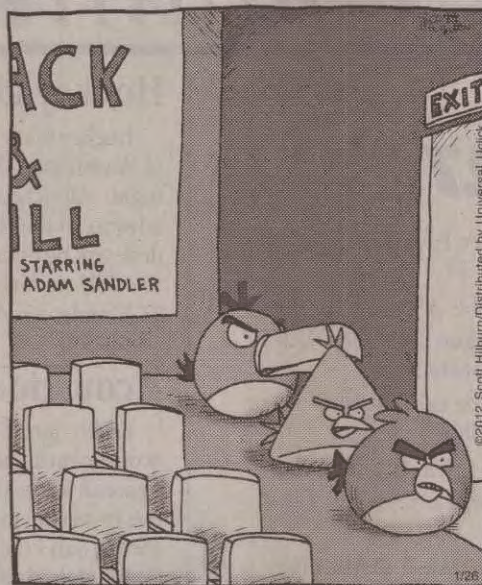
Computer AUTHORIZED LAPTOP REPAIR
Any laptop repaired just \$79. Macs too. REALLY! FREE FedEx shipping! \$49 extra for screen or motherboard replacement. CALL Authorized Laptop Repair Specialists 877-229-5989 (ucan) 10f1

Education/Schools ALLIED HEALTH CAREER
training-Attend college 100% online. Job placement assistance. Computer available. Financial Aid if qualified. SCHEV certified. Call 800-481-9409 www.CenturaOnline.com ucan 40f5

Health/Personal/Miscellaneous PELVIC/TRANSVAGINAL MESH?
Did you undergo transvaginal placement of mesh for pelvic organ prolapse or stress urinary incontinence between 2005 and the present time? If the patch required removal due to complications, you may be entitled to compensation. Call Johnson Law and speak with female staff members (ucan) 10f11-800-535-5727.

THE LITTLE BLUE PILL
Viagra 100MG and CIALIS 20mg!! 40 Pills 4 FREE for only \$99. #1 Male Enhancement, Discreet Shipping. Only \$2.70/pill. Buy the Blue Pill Now! 1-866-928-1221 (ucan) 10f1

Argyle Sweater



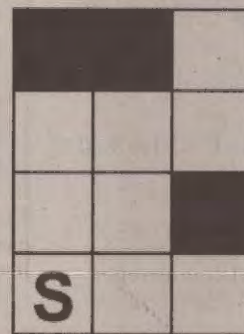
The Joke's On YOU!

We have a winner! The votes have been counted, and here's the best of the gags that were submitted:
"Thanks to our cryogenics lab, our guest speaker is USU's first president!"
The winning gag was submitted by:
Randall Bagley, who wins a gift certificate!

Another chance to win on Monday! Check out www.utahstatesman.com

Pathem™ the path word puzzle

topic: Kids TV



"Sid The Science Kid"

Difficulty ★★★★★ (220pts)

© 2012 Thinking Machine, Inc. All Rights Reserved.

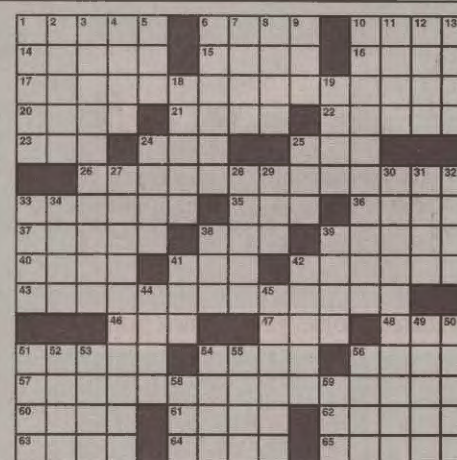
HOW TO PLAY:

Spell the phrase in the grid above it, writing each unique letter only once. The correct solution will spell the complete phrase along a single continuous spelling path that moves horizontally, vertically and diagonally. Fill the grid from square to square - revisiting letters as needed to complete the spelling path in order. Each letter will appear only once in the grid.

visit www.Pathem.com

Los Angeles Times Daily Crossword Puzzle

Edited by Rich Norris and Joyce Lewis

ACROSS
1 Utah's state gem
6 Stable newborn
10 Emblem
14 "Don't try to be..."
15 jure
16 Slicer's warning
17 See 38-Across
20 Passed down, as folk mus.
21 Shop gripper
22 Four Holy Roman emperors
23 '40s-'50s pitcher
24 Tangle of hair
25 P.D. alert
26 See 38-Across
33 Silver and gold
35 Absorb, as a loss
36 Via, à la Burns
37 "you clever!"
38 Clue for 17-, 26-, 43- and 57-
39 Intersect
40 Unlike Wellesley College
41 Board partner
42 Downloadable media player
43 See 38-Across
46 Clunker
47 Cruet fluid
48 Corn serving
51 That and that
54 Proverbial equine escape site
56 Sharp part
57 See 38-Across
60 Plotting
61 Head start?
62 Neutral shade
63 Dry run
64 No sweat
65 Being pulled
66 Having limits
67 Makes a choice
68 U.S. Open stadium
69 Rickey broke his stolen base record in 1991
70 "Assuming that's accurate," biblically
71 Winter garb
72 Guesstimate words
73 Takes home
74 Rogers's partner
75 Last year's frosh
76 Hot sandwich
77 Sequence of scenes
78 It's not posed
79 Aptly named author
80 Holiday tuber
81 Dismissive bit of rhetoric
82 Turner memoir
83 Highland tongue
84 Legendarily seamstress
85 Eponymous physicist
86 Ernst
87 Switch add-on
88 "I'm talking to you!"
89 PC key below Shift
90 Wicked
91 Turner memoir
92 Member's payment
93 Where kroner are spent
94 Disco era term
95 Sign up for more

ANSWERS FOUND ELSEWHERE IN THIS ISSUE!
GOOD LUCK!
DOWN
1 Knave of Hearts' loot
2 Fictional plantation owner
3 Guitar played with hands and feet
4 Dry
5 San Diego attraction
6 Having limits
7 Makes a choice
8 U.S. Open stadium
9 Rickey broke his stolen base record in 1991
10 "Assuming that's accurate," biblically
11 Winter garb
12 Guesstimate words
13 Takes home
14 Rogers's partner
15 Last year's frosh
16 Hot sandwich
17 Sequence of scenes
18 It's not posed
19 Aptly named author
20 Holiday tuber
21 Dismissive bit of rhetoric
22 Turner memoir
23 Highland tongue
24 Legendarily seamstress
25 Eponymous physicist
26 Ernst
27 Switch add-on
28 "I'm talking to you!"
29 PC key below Shift
30 Wicked
31 Turner memoir
32 Member's payment
33 Where kroner are spent
34 Disco era term
35 Sign up for more

ANSWERS FOUND ELSEWHERE IN THIS ISSUE!
GOOD LUCK!

P₃ U₁ Z₁₀ L₂ E₁ D₂?

Not sure about how to expand your business and get students' attention?

The Utah Statesman

We'll help you unscramble your advertising ideas

Call 797-1743 or visit www.utahstatesman.com

SUDOKU

ANSWERS ELSEWHERE IN THIS ISSUE!

Weekly SUDOKU

by Linda Thistle

		7	1				4	
	1			2				8
3					7	2		
	5		6		2	4		
		4		3			5	
1					9			6
9				8				4
	2		3			1		
		6			5		3	

Place a number in the empty boxes in such a way that each row across, each column down and each small 9-box square contains all of the numbers from one to nine.

DIFFICULTY THIS WEEK: ★★
★ Moderate ★★ Challenging
★★★ HOO BOY!



Today is Friday, Jan. 27, 2012. Today's issue of The Utah Statesman is dedicated to Jody Mechem, a senior majoring in FCHD from Cedar City, Utah.

Almanac

Today in History: On this day in 1888, the National Geographic Society was founded in Washington, D.C. The 33 men who originally met and formed the National Geographic Society were a diverse group of geographers, explorers, teachers, lawyers and financiers.

Weather

High: 28° **Low:** 13°
Skies: Sunny with no chance of precipitation.



Statesman Back Burner

Friday Jan. 27

- Tuition and Fee Payment Deadline (online)
- Arts Week 2012- All day
- Poster exhibition: Disability History -8 a.m. to 5 p.m. Library 34
- Marion R. Hyde exhibit- 10 to 5 p.m. Tippetts Exhibit Hall
- Polar Plunge- 4 p.m. Hyrum Dam
- Movie and panel discussion- 1 to 4 p.m. Library 154
- Aggie Game Nights- 7 to Midnight ENGR 201

Saturday Jan. 28

- Poster exhibition: Disability History -8 a.m. to 5 p.m. Library 34
- Marion R. Hyde exhibit- 10 to 5 p.m. Tippetts Exhibit Hall
- Polar Plunge- Noon. Hyrum Dam
- Utah State Hockey- 7 p.m. Eccles Ice Center

Monday Jan. 30

- Poster exhibition: Disability History -8 a.m. to 5 p.m. Library 34
- Free Math and Statistics Tutoring- 10 to 5 p.m. TSC 225A
- Marion R. Hyde exhibit- 10 to 5 p.m. Tippetts Exhibit Hall
- Depression Screening- 10 to 3 p.m. TSC Ballroom
- Examining the Maleness of God- 3 to 4 p.m. Library 101
- An Evening of One Acts- 7:30 to 9:30 p.m. FAC, Studio Theater

Hockey game

Hockey takes on University of Washington this Friday night. All tickets purchased in advance at the HPER service desk will be discounted. \$3- USU students \$4- Youth, 17 & under \$5- Adult, general admission

Acoustic show

Friday, Jan. 27, Exciting acoustic rock performing artists Racecar Racecar will perform live from 6:00 to 8:00pm at Pier 49 San Francisco Style Sourdough Pizza. This is a great sounding group! Check them out at www.myspace.com/racecar1racecar. Pier 49 San Francisco Style Sourdough Pizza is located at 99 E. 1200 South. There is no cover charge; everyone is welcome.

Pizza and music

Saturday, Jan. 28, Master guitarist Kris Krompel will perform from 6-8 p.m. at Pier 49 San Francisco Style Sourdough Pizza, located at 99 E. 1200 South. Kris is one of the most versatile professional musicians in the valley, and this is a rare chance to hear him perform a solo set without his band. This promises to be a great show. There will be no cover charge, but tips are appreciated.

Library comes alive

Come to a Human Library. It offers human "books" available to check out by readers curious to find out more about something the book has experienced or believes. All are welcome. Come to room 101 (Auditorium), Merrill-Cazier Library: Tue Jan. 24, noon-2 p.m.; Wednesday, Jan. 25, 2-4 p.m.; Thursday, Jan. 26, 4-6 p.m. See library.usu.edu for more info.

Ceramics Adult 2 -5 p.m. Students choose what they most wish to create throughout the

You Need to Know:

10 weeks of classes. Lab times available. Minimum enrollment 6. With Beth Calengor. Wednesdays \$136 +\$15 per 25 lbs clay / materials January 4, 11, 18, 25, February 1, 8, 15, 22, 29, March 7. Please call with any questions or to register. CVCA - 435 752-0026 or Beth CalengorR - 764-2286 or visit www.CenterForTheArts.us

Sign up for our library website usability survey! Survey begins Feb. 1, and ends Feb. 29. Email hannah.kim@usu.edu to sign up for time slots; M-F, 9AM-4PM - should only last 45 minutes, and you get a \$10 Smith's gift card!

Jan. 28, **The Hatch Academy of Magic and Music** presents an enchanting afternoon of magic and music. Deceptionist Richard Hatch, violinist Rosemary Hatch, and pianist Jonathan Hatch in an ensemble performance! Music by Kreisler, Saint-Saëns and Miyagi, magic by Hofzinser, Vernon, Robert-Houdin and others. Just 56 seats, so reservations strongly recommended to avoid disappointment. \$10 adults/\$8 kids under 12. Tickets at www.HatchAcademy.com or by calling 435-932-0017

The Utah Assistive Technology Program will present a FREE online training, Assistive Technology to Support Communication Development in Early Intervention, on January 18 from 3 to 4:30 p.m. It will cover various types of assistive technology used to support symbolic communication development. In order to participate, you will need a computer with high-speed internet access. If you are interested in participating please RSVP by Monday, January 16, to Storee Powell via email storee.powell@usu.edu, or call 435-797-7412. Participant instructions will be emailed to you.

Flying McCoys • G&G McCoy



Deep End • tysoncole@aggiemail



More Calendar and FYI listings, Interactive Calendar and Comics at

The Utah Statesman
www.utahstatesman.com

THE BEST OF THE BEST

Logan's Premier Student Apartments...across the street from campus



HIGHLANDER • 720 NORTH 700 EAST



EDINBURGH • 710 NORTH 700 EAST



BRESLAW • 679 EAST 600 NORTH



CLARKSBURG • 677 EAST 600 NORTH



HILLSIDE MANOR • 676 EAST 600 NORTH



STONELEIGH • 675 EAST 600 NORTH

FOR CLARKSBURG, BRESLAW, STONELEIGH, AND HILLSIDE MANOR CALL DARLA

www.cbsapartments.com

(435) 755-8525 • (435) 770-0900 • darladclark@pcu.net

FOR EDINBURGH AND HIGHLANDER CALL DENNIS

(435) 770-2326 or (435) 755-8525 • delmax@digis.net

- Single Student Apartments
- Across the Street from Campus
- Private Bedrooms and Bathrooms
- Desk, Bed & Bookcase in each Bedroom
- Large Closet - Vacuum
- Fully Furnished
- Laundry in each Apartment
- Modern Kitchen Facilities
- Cable TV with Jacks in each Bedroom
- Living Room with TV, DVD & VCR
- Private Parking - No Hassles
- Central Heating and Air Conditioning
- Wireless Internet Service in each Bedroom
- Fire Places in Clarksburg, Breslaw & Stoneleigh

Accepting Applications for Summer and Next School Year